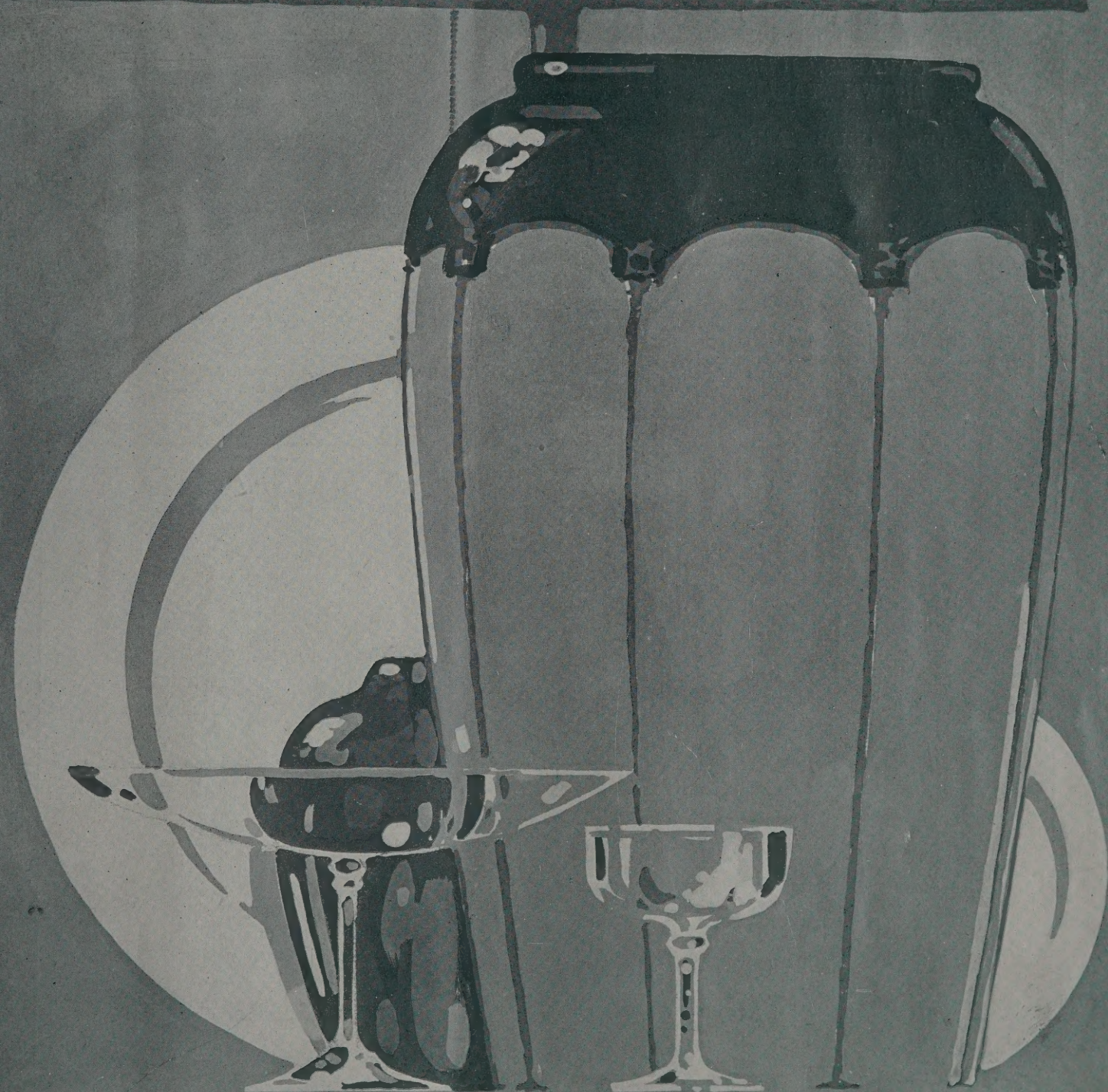


# POTTERY & GLASS



HUOTT PUBLISHING COMPANY  
395 FOURTH AVENUE, NEW YORK



# IT'S THE QUALITY THAT MAKES THE DIFFERENCE

## CENTRAL GLASS WORKS

WHEELING, W. VA.

Manufacturers of LEAD  
BLOWN, PRESSED AND  
DRAWN STEMWARE,  
BLOWN AND PRESSED  
TUMBLERS, DECAN-  
TERS, CARAFES, JUGS,  
OILS, BLOWN TABLE-  
WARE, ETC.

HOTEL, CLUB AND  
CAFE GLASSWARE.



67-6 IN BLOWN COMFORT, OPTIC, ETC.

Our Specialty: DEEP  
PLATE ETCHED MONO-  
GRAM AND CREST  
WORK. IF YOU WANT  
REAL QUALITY GLASS-  
WARE AT RIGHT  
PRICES AND PROMPT  
DELIVERIES, TRY US  
AND BE CONVINCED  
YOURSELVES.

New York, A. P. DOCTOR, 66 West Broadway.  
Philadelphia, THOS. DOWNS, JR., 610 Denckla Building.  
Baltimore, GREEN & THOMAS, 33 South Charles St.  
San Francisco, HIMMELSTERN BROS., 718 Mission St.

*Branch  
Offices*

Denver, BERSBACK, MALONEY & Co., 1517 Lawrence St.  
Cincinnati, THOS. M. LEWIS, 437 Main St.  
St. Paul, S. R. McMASTERS, 632 Endicott Building.  
Buffalo, E. S. PEASE Co., 611 Main St.  
Salt Lake City, MAUS-STEWART Co., 146 Southwest Temple

## FINE TABLE GLASSWARE

No illustration  
can do justice  
to this line.  
It must be seen.

A complete  
assortment of  
new goods.



Is always on  
view at our  
various  
salesrooms.  
It is there  
for your  
convenience.  
Call and see  
it.

## THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 64 Park Place, New York  
JOSEPH TOMKINSON, 213 Commercial  
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore  
MARSH & KIDD CO., 617 Mission St., San Francisco



*The China known since 1840 as*

# Haviland China

Is stamped under each piece  
underglaze } Haviland  
France

The decorated China has  
an additional stamp } Haviland & Co.  
on the glaze } Limoges

Note Our New Address

## Haviland & Co.

11 EAST THIRTY-SIXTH STREET

□ NEW YORK □





*A Seller  
At Sight*

**Our New  
Alvetta  
Design**

*Is a Winner*

It will appeal to your customers and bring in big business. Order now and get something that is really new. Made in many attractive shapes and sizes.

Copyright has been applied for the ALVETTA and you can get it only from us. Write today for particulars and prices.

**KIEFER BROS.**

805 Lexington Ave., BROOKLYN, N. Y.

New York Showroom: Flatiron Building, 5th Ave. and 23d St.

## Quality Cut Glass

The unsatisfied, progressive dealers want everything new and up-to-date. If you are classed with the above, our

# MADELINE

design merits your  
A T T E N T I O N .

## EMPIRE CUT GLASS CO.

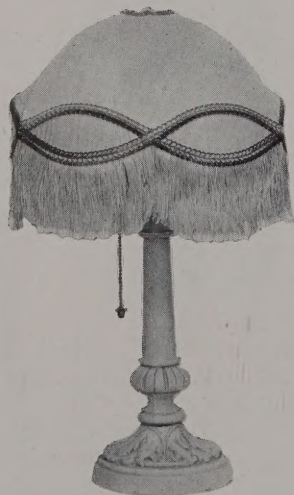
FLEMINGTON, N. J.

FIELDING-BEHREND CO., Selling Agents  
524-528 BROADWAY, NEW YORK CITY

## Straus-Hohenstein Co.

IMPORTERS—MANUFACTURERS  
AND ORIGINATORS OF EXCLUSIVE

Silk Lamp and Candle Shades  
Floor and Table Lamps



*We invite your inspection  
of our New Fall Line at our showrooms*

132 WEST 21st ST., NEW YORK

## Charles Baum

Begs leave to announce to the trade his removal to larger and more central quarters at

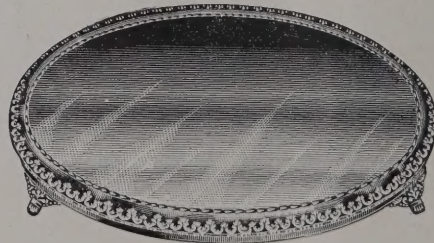
**338 Broadway, New York**

(Near Worth Street)

**On July 15th**

where increased facilities will enable him to better serve his old customers and many new ones.

No.



515

Manufacturer of  
Mirror Plateaux for Cut Glass  
Now at 35 Frankfort St.



*Rosenthal*  
FINE CHINA

*Theresienthal*  
FINE GLASSWARE

*Leerdam-Bayel*  
HOTEL GLASSWARE

SOLE AGENTS

**GRAHAM & ZENGER**  
**104 FIFTH AVENUE**



## A Brand New IDEA!

¶ An Electric Portable that is *practically all glass!* Dome and Standard, all the way down to the shallow brass base, consist of one continuous piece of glass—like a big, hollow mushroom—completely enclosing the lighting unit. When illuminated it becomes a solid, perfectly diffused glow of light.

¶ The "Bungalow" is going to be the most popular portable we have ever produced. Just get that! Excellent light givers—extremely handsome—moderate price. By all means write us and we'll show you photos.

**THE PITTSBURGH LAMP, BRASS & GLASS CO.**

GENERAL OFFICES, PITTSBURGH, PA.

Branch Salesrooms at

Pittsburgh, 200 Century Building  
New York, 82 West Broadway  
Philadelphia, 731 Arch St.  
Boston, 127 Federal St.  
Buffalo, 611 Main St.  
Detroit, 68 Griswold St.  
St. Louis, 614 Laclede Gas Light Bldg.  
Baltimore, 122 West Baltimore St.



Cleveland, 203 Caxton Bldg.  
Chicago, 110 South Wabash Ave.  
San Francisco, 718 Mission St.  
Pittsburgh Lamp, Brass & Glass Co.  
of Canada, Ltd.  
113 Wortley Road, London, Ontario  
R. E. Davis, Representative

## Now for a Prosperous Fall



No. 66. Navarre Umbrella Stand

Crops are good and there is no reason why 1913 should not be a record breaker. Don't overlook the

### "Lines That Sell"

Get our Car Load Proposition on

JARDINIERES  
PEDESTALS  
CUSPIDORS  
PITCHERS  
COMBINETS  
TOILET WARE  
STONE WARE  
FLOWER POTS

*We can save you money*

**The Brush-McCoy Pottery Co.**  
MAIN OFFICE: ZANESVILLE, OHIO

Complete Lines shown in New York by  
Cox & Lafferty, 25 Park Place



## HAVILAND & ABBOT COMPANY

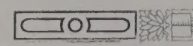
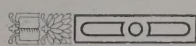
29 Barclay Street, New York

### Dealing Exclusively in the "G.D.A." Limoges China

IMPORTATION DEPARTMENT — New samples are now ready; also all the patterns and shapes formerly offered by Porcelaines G. D. A. at this address.

STOCK DEPARTMENT — Full assortment white staples, open stock patterns, fancy table dishes and white fancy pieces for amateur decorators—all in sufficient quantity to supply any reasonable amounts without delay.

HOTEL DEPARTMENT — Are furnishing the best hotels of the U. S. and Europe.



Please Mention POTTERY AND GLASS When Writing Advertisers



*ESTABLISHED 1818*

The name *Libbey* stands for all  
that is good in cut glass—its cut, its brilliancy, its design.

¶ That fact is quite generally known to the world at large.

¶ So see to it that you may make the most of this world-wide Libbey reputation.

¶ When you say “This is Libbey”—say it so impressively that your customer will at once realize that there is nothing more to be said; say it so that it will imply that Libbey really is—

“THE WORLD’S BEST”

THIS NAME ETCHED  ON EVERY PIECE.

TRADE MARK

*LIBBEY GLASS Co, TOLEDO OHIO.*



# POTTERY & GLASS

VOLUME XI. No. 1.

NEW YORK, JULY, 1913.

TERMS: \$2.00 per year in advance  
25 cents per copy.

## Finding the Customer and Keeping Him

IT IS COMPARATIVELY EASY TO GET TRADE INTO A STORE, BUT THE REALLY HARD PART IS KEEPING A CUSTOMER YOUR FRIEND TODAY, TOMORROW, AND ALWAYS

**A**N honest advertisement must be a truthful advertisement. And when you put an advertisement in the newspaper, or when you put it in the street car, when you put it on the bill-board, no matter where that ad. goes, you want to remember this: that first, last and all the time you are going after the confidence of the customer, and the only way that you can ever get the confidence of the customer is by being absolutely square with him.

Think of the great business establishment of Marshall Field's, of Chicago. Every clerk in that establishment has been told, as he or she goes into school the first two days after being hired that "The customer is always right." There is the dictum of Marshall Field's; there is the dictum of John Wanamaker's; there is the dictum of Gimbel Brothers in New York: "Young man and young woman, while you are in the employ of this establishment, the customer is always right." You say: "My dear sir, that is an absurd way to do business. A man might have come in here, and have gone on home and used a chair on his wife and broken it, and then he would come back and tell you it didn't stand up while he was trying to sit down on it." All right, if he has any influence in the community, if he stands for anything, remember "the customer is always right."

A woman went in one day to Marshall Field's. She had a pair of gloves. She never got those gloves any more in Marshall Field's than she got them in Heaven, a place to which she probably never will go. She told the clerk that she got those gloves there and they did not wear. The clerk said: "We don't handle that glove." She said: "Well, I got them here." The clerk said: "Just a moment," and called the manager of the department up. He looked at the gloves, and he said: "Did you get these gloves here?" "I certainly did." "Very well, we will give you another pair." And the woman got a new pair of gloves, perhaps much better than the pair which she already had. She went out. The clerk said to the manager: "Is that good business?" He said: "The finest advertising on earth! She will

go out and tell five hundred people within the next two weeks how she played Marshall Field's and then they will come in here and some of them will be so ashamed of themselves because of our honesty that they will turn honest themselves." He said "we always do that." "The customer is always right."

Suppose you are going to have a sale of cut glass pitchers. You tell the story of these pitchers you are going to sell at \$2.95. If you put anything in your ad. that you know is not true, you are not one bit better in your criminality, or in your felonious conception of life than the second-story worker who enters into your secret apartment, and steals your valuables, when you are not looking. You have been dishonest, you have separated a man from his money, you have gotten it under false pretenses; and in common parlance we call that theft. Honesty is the first real fundamental concept of an advertisement that pulls; and when you go after a customer, remember that that is the thing that always counts.

In the next place, the advertisement ought to be pertinent. Have you ever thought that people are not so much interested in how the thing is made as they are in what it will do for them. Suppose you are in a small community, and you are running a china store there, and you are advertising your goods. Now, you might tell Jim Jones the farmer that your plates are all good Cornwall stone and Kaolin, or this or that, and you may tell him that they will last forever, and so on, and so on. But withal, you would not appeal so much to Jim Jones the farmer, as you would if you should tell him how that would look in his dining room, or how it would look in his parlor; or if, by delicate suggestion, you could tell him how it would help his wife socially, to purchase a certain set of chinaware.

And finally, all advertising ought to be persistent. Keep it up; go at it all the time. Once in a while you meet a man who says: "Sure, I advertise. I took out a whole quarter of a page year before last in the Daily Bazoo."

You notice along the railroads the signs: "Stop, look



and listen!" So you did last year, and so you do this year, and you are going to see them next year. The railroads have warned the people, and warned them, but they are not taking down the signs; they are keeping them up; they are keeping on warning the people. The fellow that stays with the game ultimately wins out. Hammer home the idea into the mind of the community that you are there and that you are going to be there for the rest of your days and the rest of the community's days.

Here is a thing that you do not want to forget. You have got to realize in going after the customer, that it is incumbent upon you to use every possible means for keeping your name before the customer, the place of your establishment, and what you have got to sell. The daily newspaper, because it goes directly into the home, is one of the best mediums. Furthermore your advertising copy is a great and important thing to the preparation of which you must give your undivided attention. If you are sure of circulation, and your advertising does not pull, then your copy is wrong. Do not forget that. Don't have any man who doesn't know anything about the china and glass business, or anything about the community outside of the fact that he writes up the accidents and the weddings and the births and the funerals and so on, to come in and tell you he is going to write your ad. You write your own ads. Don't get a six-thousand-dollar-a-day expert to do it, either. You say "I am not very much of a literateur; I haven't read through the dictionary a half dozen times; the fact of the matter is, I am a little bit slow on my grammar; I don't know much about these things." All right; do you call in an expert to make a sale when a woman or a man comes in to buy a piece of goods? Do you call in somebody else? Not on your tin-type! You sell it yourself! You know how to sell, don't you? When you write an ad., write the same way you speak. That is individuality. Don't try to imitate the other man; don't try to use high-flown language; don't try to put a greenhouse in the place where a common vegetable garden ought to be; because you are going to lose out if you do. Write it just as you speak.

In Indiana once a man wrote an advertisement. It was on overalls. He wrote something like this: "My dear Mr. Man, if you are looking for overalls that will wear forever, and cost you less money than you ever dreamed you could get a pair for, come into my establishment and let me show you the aforesaid overalls." Well, it didn't sound very good; but he put it in the paper—and it pulled. That was the way he talked about it. One time he came out on a sale of pants. He said: "I have got pants that I could tell you are worth seven dollars. They ain't. I am selling them at three ninety-five. They are worth much more than that; they will wear longer than your seat will." He put that in the paper. You don't need

to go to that length; but write your own ad.; write it in your own way; write an ad. like a certain preacher writes his sermons—with some particular man or woman in mind. Take some man in that community that is a possible purchaser. You would not, if you were going to sell cups and saucers, have a crabbed old bachelor in mind when you wrote that ad. No. You would pick out some woman, the average woman in your community, of the average purchasing power. Just make up your mind, and close your eyes, and say that you are selling that woman that china. Write your advertisement accordingly. Don't make it too long, but make it convincing, and talk up in your own language, and it will always win out a whole lot better. Use every medium you can. But whatever you do, keep your name before the people, and show them that you have to get the customer's confidence, you have saved your customer against everything else in God's world.

#### SALESMEN'S ASSOCIATION TO HOLD BIG OUTING

**I** NTEREST in the monster outing of the Pottery, Glass & Brass Salesmen's Association to be held Saturday, July 26, is increasing daily as the time for embarking for the sail up the Long Island Sound approaches. Present indications show that the outing will undoubtedly prove the largest ever undertaken by the association and weather permitting should prove a success in every way. The start will be made from a pier near the foot of Wall Street early Saturday morning, with Ferris' Military Band to enliven the start and succeeding sail to the picnic grove. A series of athletic games will provide enjoyment for the strenuous ones, baseball for the fans, swimming for the lovers of aqua, with dinner and refreshments for all. All the salesmen and dealers will be on hand as well as many out-of-town buyers who have signified their intention of being present.

#### POTTERY MAKES BIG GAIN IN WEST VIRGINIA

**D**URING the past few years West Virginia has rapidly increased in importance as a pottery producing state. Its production during 1912, according to the U. S. Geological Survey being valued at \$3,365,166, nearly ten per cent of the total for the entire country. This was an increase of \$484,964 over the figures for 1911.

The state now ranks third in the value of pottery produced, being exceeded by Ohio and New Jersey. West Virginia's product of chief value was white ware, of which it is the second largest producer in the country. The value of the white ware made in 1912 was \$2,051,987, an increase of \$131,693 over the figures for 1911. This product is made principally in Hancock County, opposite East Liverpool. The contemplated erection of two new plants in this county in the near future will add largely to its productive capacity.



## PETTEE'S



### Opening of Our New Department China and Glassware

This new Department is now ready for Your inspection. You will be pleased with the attractive showing of CHINA AND GLASSWARE.

Our specialty will be patterns in

### Open Stock Dinnerware

That you may buy single pieces at a time, or replace broken ones. Start a set with one piece and add to it the same as a savings account—you will have the complete set in a short time.

You will find the NEWEST shapes and Decorations in Plain White—Beautiful Sprays—Gold Bands—Conventional and Rich Acid Etched Gold Borders.

Open stock dinnerware in COPELAND BONE CHINA in the INDIAN TREE. ACID ETCHED GOLD borders, and beautiful QUESDEN patterns. Also a splendid variety of carefully selected open stock patterns in HAVILAND—BAVARIAN—FRENCH—AUSTRIAN—ENGLISH and AMERICAN SEMI-PORCELAIN China.

The addition of this new CHINA section to our HOUSEHOLD GOODS DEPARTMENT affords a selection of everything for Dining-Room, Kitchen and Household.

### Opening Specials



### 100-Piece Set of Dainty HAPSBURG CHINA

Made by ALTROHLAUER, Altrohlau, Austria. Three pretty Spray Patterns for your selection, Violet, Rose and Red Clover.

This set was intended to sell for \$21.50. For an opening special we will sell the complete 100-piece set for

Note the Violet Spray pattern of this set in window.

## \$12.75

### Cut Star Water Set

A very neat, dainty design. At this opportune time when you are in need of a water set we are making a very special price on account of the opening of this new department. A Cut Star Water Set—Pitcher and six Glasses to match for

## 98c



Complete stock of Dishes for Hotels and Restaurants. We are showing everything in CHINA and GLASSWARE.

HOUSEHOLD GOODS DEPT., 2ND FLOOR.

ORDER  
BY  
MAIL

## W. J. PETTEE & CO.

ORDER  
BY  
MAIL

121-123 WEST MAIN.  
PHONE PBX 94.

THE HARDWARE STORE

## A Progressive Oklahoma Store

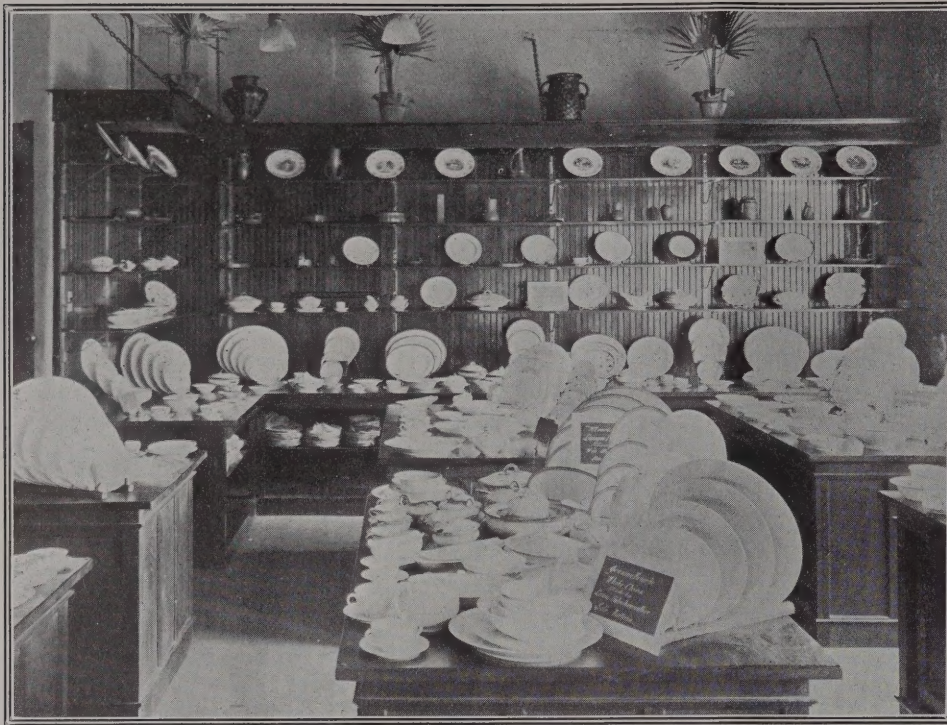
THE NEW CHINA AND GLASS DEPARTMENT IN THE STORE OF W. J. PETTEE & CO., IN OKLAHOMA CITY, A SUCCESS FROM THE START—THE RESULT OF WELL WRITTEN ADVERTISING COPY AND ATTRACTIVE WINDOW DISPLAY.

ALTHOUGH one of the so-called new cities of the west, Oklahoma City, Oklahoma, is not far behind Eastern cities of her size in modern merchandizing, in fact, breezy Western methods have been responsible for the rapid growth and commercial enterprise of the city. The dream of the eastern youth, for many years, has been to get out to Oklahoma and shoot a few Indians. Imagine the shock to one of these adventurers when once again he felt the asphalt pavement under foot and saw the huge piles of granite and brick housing up-to-date retail establishments. In one of these modern business buildings the firm of W. J. Pettee & Company some time ago opened a hardware store. The business expanded and, feeling the pulse of the people, they added an extensive line of cut glass to the wares carried in their household department. It was at once successful. Frequent requests for crockery and table glassware led them to believe that a china and glassware department properly handled would be a success in Oklahoma City, so they set to work to open up a department that would appeal to all users of chinaware. Well timed and attractively written advertising was run in the local papers preceding the opening and the results proved that the people of the city and vicinity needed such a department. The department has been a success from the start, due to the judicious use of brains and printers' ink.

One of the features of the opening day was an immense window display arranged against a background of black velvet, and containing pieces of every pattern carried in stock, from the cheap hotel ware up to the costly English bone china. Each pattern was properly marked with the design and manufacturer's name, and the price. Both the window display and the advertising copy were the work of C. B. Hunt, the advertising manager.

The new department has greatly increased their display of cut glass and contains a wide range of patterns in open-stock dinnerware, in the newest shapes and decorations. Both imported and domestic goods are carried, the imported ware being from the potteries of Limoges, Austria, Bavaria and England, the great variety enabling W. J. Pettee & Company to cater to all classes of trade. As an opening special they drew large crowds to the department with their offer of a one hundred piece set of Austrian dinnerware at a remarkably low figure, showing that even in far away Oklahoma the bargain fever is not unknown. The new department, located on the second floor of their five story building, enables the firm to cater to every need of the dining room, kitchen and household and has been responsible for a material increase in sales in the store's other departments. They do a large mail order business throughout the surrounding counties.





Corner of the dinnerware and pottery section in the recently opened china and glass-ware department of W. J. Pettee & Company, Oklahoma City, Oklahoma. A special sale of dinnerware featured the opening day crowding the store and increasing sales in other departments.

## The Advantages of One Price Merchandise

NO one can analyze this proposition thoroughly free from prejudice without reaching these conclusions: First, that he cannot eliminate competition; second, that competitors will sell some goods regardless of any price, hence instead of reducing the published or quoted price on individual bills to meet some reputed quotations, which in many cases is on a different character or quantity of material, better pass the business. Third, in sending salesmen out with instructions to make concessions if absolutely necessary, has the effect instead of finding out if the market is strong or weak of tending to weaken the market by reason of the willingness to make concession. Confidence in the value of our own product will inspire confidence of those whom we seek to sell. The purchase of immediate needs only is the rule where fictitious values on a commodity is suspected. Fourth, adhering to published prices he will contribute the strongest factor to profitable merchandising. Fifth, absolute candor in all transactions with customers and competitors to inspire their utmost confidence.

The one-price house does not necessarily realize more money for the same goods than their competitors, as the average prices on similar goods whether sold under a one-price policy or otherwise must be

on a competitive basis, or about equal in order to command the trade, everything else being equal. This all will admit to be true and of itself proves conclusively the fallacy of making prices under cover or contrary to published prices—a custom of surprising extent.

Some may ask wherein the advantage to the one-price house, if as stated only the same average price is obtained. The advantage is first, in knowing that every customer has been treated fairly; second, the trade knowing that open orders sent will be furnished at the lowest price brings a tremendous volume of business that in the absence of the one-price policy could be secured only at great expense by reason of the necessity of a personal interview. Under the cut price policy frequently the salesman, salesmanager and general

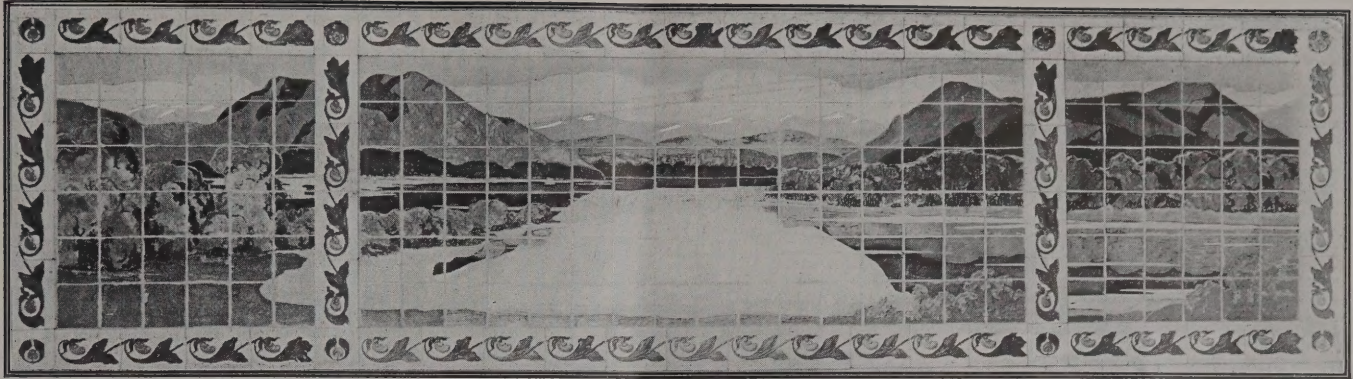
manager are called upon to give their time and energy in the consideration of individual sales of minor importance. Apply this in your own case. No doubt you know of certain houses doing a large business who make all kinds of reductions, and others that have one price and that price is right. Which plan appeals to you? Third, the work of handling the business after secured is minimized by reason of the uniformity of price schedules used by the entire office and sales force. Fourth, the general benefit resulting from a policy giving stability to the market which, if supported by any considerable number of distributors by selling at their published price, would be appreciated by the buyer and insure a market that would be steady and profitable twelve months in the year.

Supply and demand will affect market conditions more or less, but a rational adjustment of prices to meet market conditions from time to time will never result in a stampede to unload staple goods regardless of cost of replacement.

No reputable merchant should be willing to admit that in order to dispose of his product he must slaughter the price more than of his competitors and no thoughtful merchant will long entertain the idea that his cut price will not be met by others and the temporary advantage gained, if any, is sacrificed many times in the demoralization that follows. Water will seek its own level, and the merit of the product and the house offering it will determine the concessions necessary in disposing of the goods offered. A cut

(Continued on page 27)





One of the decorative terra cotta panels in the Teco Inn of the Hotel Radison, Minneapolis

## The Decorative Value of Terra Cotta

THIS POPULAR MATERIAL IS NOW BEING USED FOR INTERIOR DECORATIONS IN ALL PARTS OF THE COUNTRY.—THE HOTEL RADISON.

THE interior decorator and furnisher who has ingenuity and ability does not find himself hampered now-a-days for sufficient materials to carry out his ideas. Even the terra cotta and ceramic manufacturers, lately, have been producing a class of products which have been intended principally for interior decorative purposes, and from the judicious use of these products we have obtained such examples as the grill room of the Fort Pitt Hotel in Pittsburgh, the grill of the McAlpin in New York, and the Teco Inn of the Hotel Radison in Minneapolis. This last is the newest and a word of description about it, therefore, may be interesting at this time.

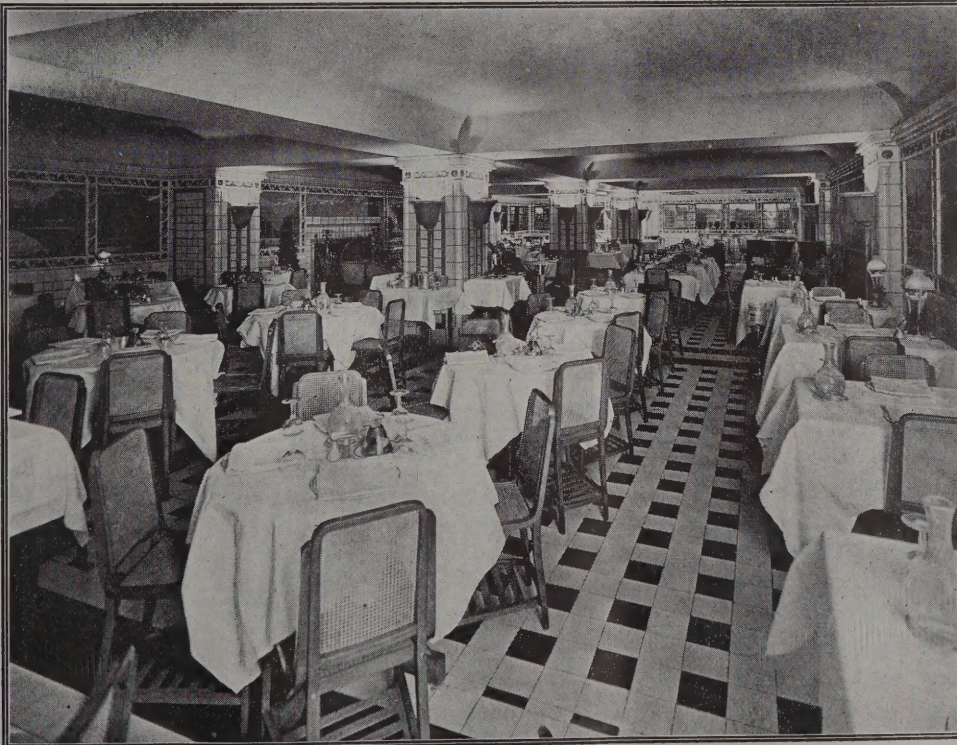
The name of the "Teco" inn was taken from the name of the potteries supplying the ceramic decorations used in it, and the word Teco was derived from the first two letters of terra cotta. Teco, therefore, is a kind of terra cotta, and aptly describes the material of the decorations.

Outside, on the doorposts, at the entrance to the inn, a striking terra cotta design in polychrome bears the words Teco Inn, which at night are lighted from an electric lamp concealed at the top.

Inside, the room is entirely finished in terra cotta and ceramic work, with long wall panels of superb color and design. The theme of the decorations is

the portrayal of the Great Northwest and of the Twin Cities as the gateway thereto. The colors are soft and subdued and the process of firing the material in the kilns brought everything to a richness that could have been secured in no other way. There is an interesting panel, also, that shows an exceptionally beautiful view along the lordly Mississippi, and a view of the great Missouri in its upper courses winding downward from the foothills. Then comes the buttes of Montana, first glimpse of the Rocky Mountains, and many other charming vistas associated with that section of the country.

The decoration of the various panels is executed by what is known as the airbrush



Corner of the Teco Inn, Hotel Radison, Minneapolis, showing the terra cotta panels



and "slip" method. The "slip" is prepared clay of a soft creamy consistency, and it is squeezed through a fine tube directly onto the surface to be decorated. The delicate colors are air-brushed on afterwards.

#### HAVILAND & ABBOT LEASE UPTOWN QUARTERS

THE first of the year will see another of the old-time crockery district houses moving uptown to enjoy the comforts of a more modern and conveniently reached business building, the Haviland & Abbot Company, importers of French china, for many years located at 29 Barclay Street, New York, having leased the ninth floor loft of the new and modern Emmet Building, Twenty-ninth Street and Madison Avenue, last month. They will have a space of about 10,000 square feet, which will probably be augmented by a stock room in another section of the city. The Emmet Building is the tallest building on the block and its tenants have an unobstructed light on four sides. Three swift passenger elevators and ample freight service are maintained throughout business hours. It is understood that the present lease on the downtown building does not expire until next May, but it is not improbable that they will take possession some time in the fall. Current with the news that Haviland & Abbot were to go uptown comes the report that two and possibly three other large importers will shortly announce the leasing of uptown showrooms.

#### THE NEW VENON AND PITCAIRN SALESROOMS

TWO important removals of crockery and glass firms marked the past month, J. H. Venon and William S. Pitcairn locating on the fifth and seventh floors, respectively, of 104 Fifth Avenue, New York, the building in which Graham & Zenger have been located since early in the year. All three firms have distinctive salesrooms, each being entirely different in decoration and arrangement. The Venon salesrooms are partitioned off into five or six separate rooms, the largest of which will be used to display their extensive line of Swedish glassware. The oak partitions and trim is stained a dull black, the background being a delightful shade of French gray against which the brilliance of the glassware is brought out in an exceptional manner. Along the top of the partitions are long reflectors, similar to those used in art galleries, which throw a flood of light upon the goods displayed below. The rooms where the French and Swedish china are displayed are decorated in a dull red with the same dull black trim. The office occupies the Fifth Avenue side of the building. The salesmen's desks and ladies' rest and lunchroom are located to the right of the elevator entrance and reception hall.

There is absolutely no similarity between the Venon and Pitcairn salesrooms excepting the floor plan. The fixtures and partitions in the latter showrooms are in white enamel, the display tables and stands being

covered with a heavy green striped rep which sets off the various china and earthenware lines to good effect. Here also the partitions are different, having been made with a slight grille work which enables the customer to see the entire exhibit at a glance. The office is to the right of the elevator entrances along the Sixteenth Street side of the building. The Royal Doulton lines are displayed in the front section along the Fifth Avenue side, while separate rooms are maintained for their displays of earthenware, hotel ware, etc. The lighting systems in both salesrooms are splendid, supplemented by a strong natural light throughout the day from three sides. The china and glass settlement in this particular district has grown rapidly, B. Tomby being the first to venture there less than a year ago. Graham & Zenger were next to move into the new district, to be followed by Messrs. Pitcairn and Venon.

#### BRADLEY & HUBBARD NOW ON FIFTH AVENUE

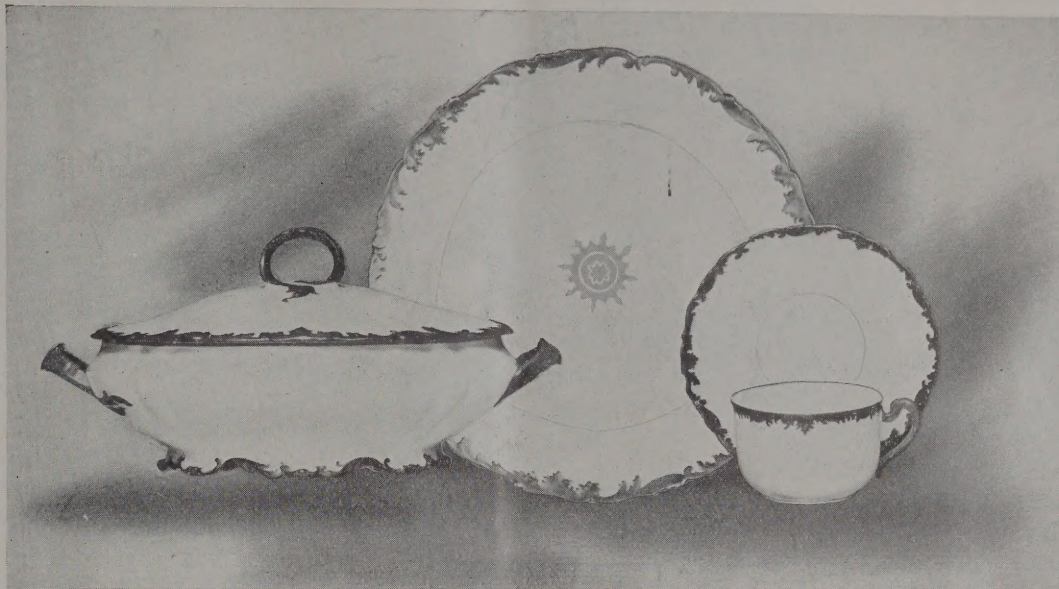
AFTER two months of preparation the new salesrooms of the Bradley & Hubbard Mfg. Co. were opened to the trade Monday, July 7, at 255 Fifth Avenue Building, New York. The quarters present an attractive appearance with their fumed oak panelled walls and ceilings and light buff-brown wall fabric. The offices are located in the centre of the suite of rooms and are furnished in the same pleasing style as the display rooms. The first room has been set aside for the display of the more expensive lamps and is furnished in the Jacobean period style. The rooms on the opposite side of the office show their line of period lamps arranged on tables, each ceiling fixture, shower, dome, etc., being hung in separate paneled spaces, an innovation in fixture display. Each group of lights is lighted on a separate circuit so that the customer's attention is held to that particular design instead of a confusion of all at the same time. A long corridor from the office to the rear of the establishment is used for the display of their stationary and other small brass goods, arranged in glass cases, while the rear room is devoted entirely to a display of metal oil lamps, andirons and fireside pieces. The new salesrooms are the acme of perfection and form a pleasing setting for the many beautiful period and modern lamp designs they are showing for the fall season. The interior decorative scheme and furnishings is the work of Hodgson Bros., New York.

Don't flatter the customer who can see through the flattery, and there are more of that class than you think.

The employees who always works with his eye on the pay envelope isn't likely to find much in the envelope when he gets it.

It is more important that the salesman be well dressed than that the customer be so. It is the customer's money, not his clothes, that counts.





A pleasing Limoges china gold decorated pattern shown by Vogt & Dose.

## Magnitude of the Limoges Pottery Industry

THREE GENERATIONS TRAINED TO MAINTAIN THE CENTURY OLD REPUTATION OF THE WARE—STATISTICS AND METHODS OF MANUFACTURE.

THE world-wide reputation of Limoges, France, as a china-producing center, is dwelt on at length by vice-Consul John J. Ernster, in a recent issue of the Daily Consular Reports. The industry has been carried on in Limoges for over a century, and the ware is noted for its hardness, fineness of texture, perfect vitrification, and translucency, which make it unsurpassed in the estimation of connoisseurs. Other factors that have contributed to establish this reputation are the artistic attainments of the Limoges workmen, of whom there are three generations who have been trained to this particular labor; nor should the efforts of the Limoges manufacturers to introduce their product in all civilized countries be overlooked. The china industry occupies first place among the varied industries of Limoges, both from the standpoint of the number of workmen employed and the value of the production of the factories.

To gain a clear and comprehensive idea of the china industry as a whole, one must study the various processes, which may properly be referred to in the following order: (1) Raw materials; kaolin, etc.; (2) machinery for making the shapes; (3) firing; (4) decoration.

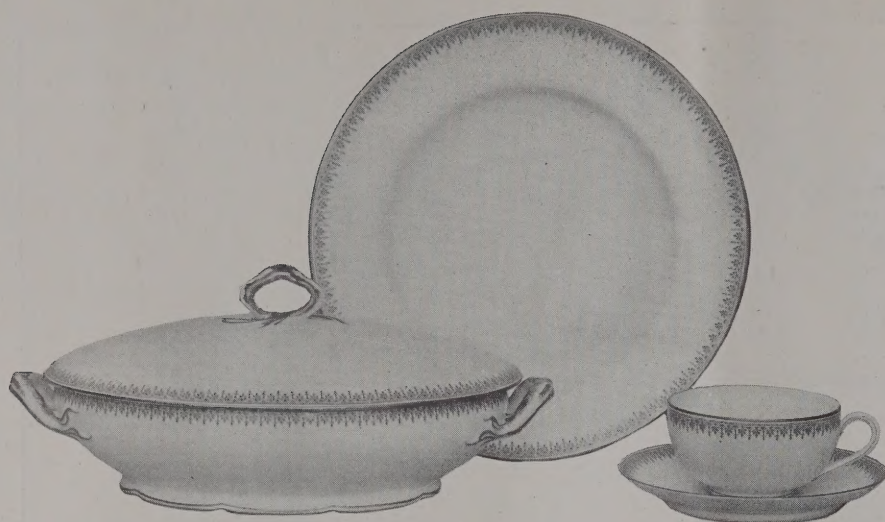
Kaolin is the most important raw product entering into the manufacture of hard china. The kaolin deposits are situated at Coussac-Bonneval (in the consular district of Limoges) and have probably the purest clay in the world; the most important of these kaolin deposits extend over 2,500 acres. They are

found in irregular strata, at variable distances from the surface. The methods employed in mining are most primitive and crude; the deposits are open, and the extracted clay is taken from the pits in small wooden baskets, which are carried by women and girls on their heads to the washing shed, where the kaolin is sorted and washed. The national factory at Sevres, as well as manufactories in other European countries, use this clay to a certain extent. Only \$630 worth of kaolin was shipped from the jurisdiction of this consulate to the United States in the last two calendar years. The annual production of kaolin in the department of Haute Vienne, which supplies the Limoges factories, is about 12,000 metric tons, valued at about 800,000 francs (\$154,400).

According to the French census of 1901 the quarries employed about 840 people. The average wage per day is 2.50 francs (48.25 cents) for men and 1 to 1.50 francs (19.3 to 28.9 cents) for women and children. The average prices of the raw material on the Limoges market are: Argillous (clayey) kaolin, 10 to 12 francs per 100 kilos (\$0.875 to \$1.05 per 100 pounds); flinty (pebbly) kaolin, 5 to 6 francs per 100 kilos (\$0.438 to \$0.525 per 100 lbs); decanted kaolin, 3.50 to 6 francs per 100 kilos (\$0.31 to \$0.525 per 100 pounds); flint and stone, 2 to 3.50 francs per 100 kilos (\$0.175 to \$0.31 per 100 pounds). There are about 30 quarries in operation.

Before the kaolin is delivered at the china factory it is washed and ground and all impurities removed.





Limoges dinnerware pattern from the C. Ahrenfeldt line of Herman C. Kupper

The mills for washing and grinding the kaolin are nearly all situated on the River Vienne and its tributaries in the vicinity of Limoges. The census of 1901 places the number of workers in the clay mills of the department of Haute Vienne at 590, of whom 13 were women. The average daily wage in 1910 was 2.65 francs (51.15 cents).

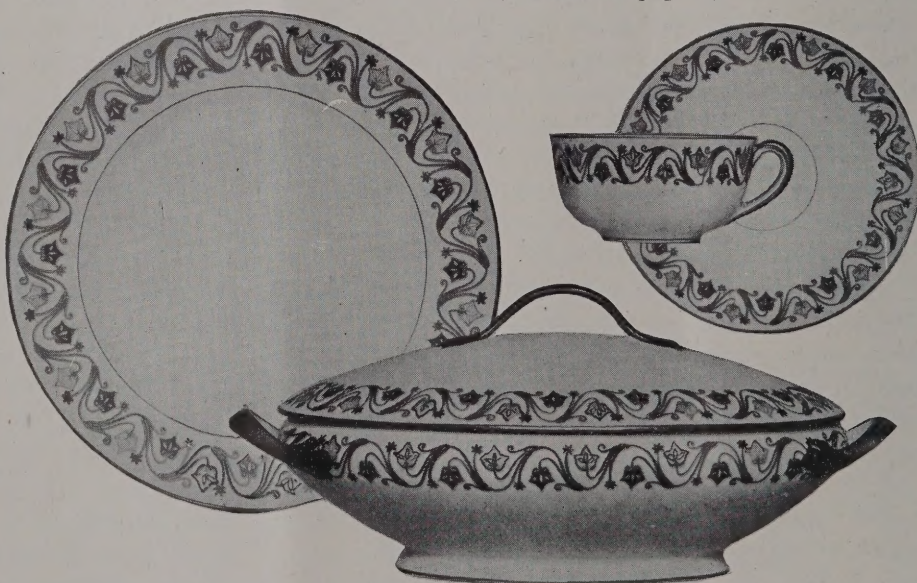
After the reception of the clay at the china factories it is again washed, and a pump carries the liquid up into a receiver, where it passes between two electromagnets to remove every particle of iron that might remain in the clay; this mineral discolors the china, often forming black spots, so much objected to. The liquid is then pumped into a hydraulic press, where the superfluous water is forced out of the clay. The press is emptied on a platform covered with zinc, over which run heavy rollers. Great care is taken to prevent the clay from touching iron, the cast-iron roller cylinders being incased in zinc. When the clay has finished its course under these rollers it is placed on another zinc-covered disk and worked by similar cylinders. These mixers give a plasticity and evenness to the clay that no other manipulator has been able to impart. The clay is now ready for the potter.

All the jiggering is done by machinery. The plaster mold by which the clay is partially shaped is placed upon a jigger, or revolving disk, which is thrown in and out of gear by the foot. The knife gauge, which assists in shaping the clay, can be so arranged that the same machine can make several kinds of shapes of ware. This machine economizes hand labor

and contributes very much to the rapidity with which work can be done. There are machines for making plates, saucers and platters. One machine reduces the clay to the desired thickness, and the plate is finished on still another machine. One man usually works both of these. He makes just as many plates as he can change the molds necessary for each of them. These machines work automatically. Steam power is generally employed. They work so evenly that there is no danger of imperfections in the articles made. There are two machines for making hollow ware, such as cups, tureens, bowls, and deep dishes of all kinds. In one of these

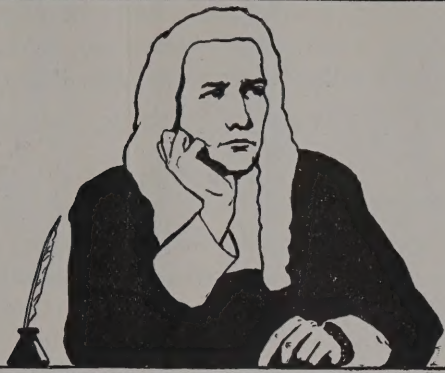
there are two pedals, one regulating the pressure made on the clay and the other throwing the machines in and out of gear. The gauge is so arranged as to fit into both hollow and curved ware. There is not only a down motion, but a side motion to the gauge, which makes it conform to the irregularities of the mold. This machine has reduced the cost of manufacturing tureens, salad dishes, bowls etc. An ingenious contrivance is used in making oblong platters, etc. The jigger has one long and one short motion of the eccentric, giving the necessary motion for the elliptical shape of dishes. The quantity of articles possible to make on a machine is very great. One workman can turn off as many dishes in a given time as 20 could by hand, and the work is better done. The revolutions in jiggering can be regulated by a machine. It is very often necessary to accelerate the revolutions of a machine in making certain articles; the regulator accomplishes this pur-

(Continued on page 20)



One of the dinnerware patterns shown by Vogt & Dose





# Practical Law for the Buyer and the Seller

A department devoted to a discussion of the various legal matters that are constantly confronting the man in business; opinions rendered are based upon actual decisions.

*Written by Elton J. Buckley.*

## Law About Two Provisions Which Are Probably in Every Fire Insurance Policy

**I**F there is one point which I have dwelt upon and emphasized more than another in these articles, it is that the average fire insurance policy is full of provisions which if not complied with, will forfeit all right to insurance money if a fire occurs. I have said once, and I say again, that the average business man who carries insurance never reads and fully understands his policy, although it is his contract with the insurance company, and upon literal compliance with it depends absolutely his chance of recovering his losses if anything happens.

In this article I want to discuss two other provisions, which doubtless every reader hereof will find in his policy. These have recently been discussed and construed by the courts. The first usually appears as Provision 8:

VIII.—This company shall not be liable for loss..... if the assured shall keep or use, or permit to be kept or used on the premises.....gasoline.....without written consent in this policy, and if so kept or used on the premises by the assured, without consent indorsed hereon, this policy shall be void.

The second is usually Provision No. 9:

IX.—The working of carpenters, roofers, tinmiths, gas fitters, plumbers, or other mechanics, in building, altering or repairing the premises named in this policy, will void the policy, unless permission for such work be indorsed in writing hereon.

Sometimes this provision forbids having workmen about more than a certain number of days.

The insurance companies had some reason for inserting these provisions. These are not there solely as traps for the unwary, although they act many times as traps. The reason is that proper protection to the company demands that the risk of fire insurance should not be increased *after* the policy is issued. In other words, the company issues its policy upon the condition existing at the time; it would not be fair to subsequently introduce another and much more dangerous condition, increasing without the company's knowledge, the company's chance to lose. Gasoline and carpenters are both more or less uncontrollable influences, and the company properly wants to know when they are to be about.

In a recent case the report, which I have before me, the policy included both of the above provisions. After a fire occurred the company refused to pay, first on the ground that gasoline had been "kept or used on the premises" without the company's consent. It appeared that in preparing for the work of repainting, the old paint was softened for taking off by the use of gasoline torches. It was shown that such a torch is operated by compressed air and sends out a flame some eighteen inches in length generated by gasoline contained in a chamber of the torch. The flame is directed against the paint until it softens.

The company also refused to pay on the ground that the policy had been violated by having carpenters, etc., working about the place without its consent. As to this the facts were that the insured, the owner of the building, had considerable repairing done. The roof had been repaired, a new floor laid, old tiling replaced with new, new plastering and papering done, the steam heating system changed, new doors installed, and some painting done. None of this work had been reported to the company, and no consent had been endorsed on the policy as provided by the second provision which I have reproduced above.

The company lost out on both points. The following is the decision on the point about the use of gasoline:

The torch is simply a tool which owes its efficiency to the heat it is able to supply for the purpose at hand. The fire for which recovery is here sought did not result from any explosion of the gasoline, but was caused apparently by the impact of the flame which was intended merely to burn off the paint. It is a matter of common knowledge that it is the peculiarly inflammable or explosive qualities of gasoline, which cause it to be justly regarded with suspicion, and make its use the subject of restriction in policies of insurance; but these qualities resulted in no injury in this case. The gasoline neither exploded nor took fire. The flame operated merely as it would from any outside source. It is contended, however, that the use of gasoline torches was a breach of the literal terms of the eighth condition of the policy, which prohibited the keeping or using of gasoline on the insured premises. The weight of authority is to the effect, however, that such provisions are not to be strictly construed. In considering a similar clause in a policy this court said: "What is intended to be prohibited is the habitual use of such articles, not their exceptional use upon some emergency. The strict rule claimed by defendant would prevent the insured from painting his house or cleaning his furniture, as it would be difficult to do either without using some of the prohibited articles."

*(Continued on page 24.)*



# POTTERY AND GLASS

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CHINA, GLASS AND POTTERY REVIEW, Founded 1897.  
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JULY, 1913

No. 1

THE GENIUS  
IN BUSINESS.

THERE are some men who, by virtue of well defined natural talents or through the acute development of commercial instincts, are known and respected as geniuses in business. They are modern Midases, possessing the enviable power to change into gold everything they touch, and turn what way they will or journey where they may, the blights of ill-luck or disappointment never settle on their brilliant career.

They are successes. They push indomitably and indefatigably toward a certain goal, without change of aim or purpose, and with easy strides they reach the end of their endeavor. And their success, viewed through the eyes of others, seems easy of attainment and pleasant in pursuit.

But it is hard, for nothing of value is bought cheaply, nor do men attain glory without a proportionate expenditure of toil.

The polished diction of a great orator sounds well and appears easy, but we neglect sight of the trying hours of practice whose sacrifice was the price of proficiency.

The brilliant musician whose freedom of technique amazes, plies an art as easy as the soaring of a bird, but O, the days consumed in the driest kind of preliminary work before the goal was sighted.

What the other man does appears easy; what we essay to do ourselves is hard. But there is no differ-

ence. A strong foundation makes the construction of the first floor a simple matter, and a sufficient amount of practice and study and toil put behind any work or any endeavor make both that work and that endeavor easy of accomplishment.

ARE YOU  
PREPARED?

IF your employer came to you to-morrow with \$5,000 could you enter into business and make a success on the capital of

your own knowledge?

Are you prepared?

If the man above you was taken sick to-night could you step into his shoes to-morrow and perform his work as well as he did?

Are you prepared?

Are you selected to carry out the important things in the day's work, because you are prepared?

Are you consulted at every new turn of the game, because you, with your knowledge, are better equipped?

If the time should come when the firm must needs take a new partner are you prepared to step in?

The details and intricacies of any business cannot be studied and learned over night. To master them thoroughly requires weeks and months of constant application. You must imbibe them every minute, every hour, every day you work. Eternal vigilance is the only bargain price of success, and the ladder to higher things is mounted slowly, round by round.

### CERAMISTS OPEN SUMMER MEETING

FOLLOWING a program outlined by J. Parker Fiske, the visiting members of the American Ceramic Society attending the summer meeting of the association met at Mr. Fiske's office in New York city, Tuesday, July 15, and spent the day visiting nearby potteries as well as taking in the large engineering accomplishments of the Metropolis. The program for the remainder of the week will be as follows: Wednesday: Start for Hartford, Conn., at 9 A. M., and spending the afternoon at the plant of the Hartford Faience Co. and the Connecticut feldspar mines. Wednesday night they will go to Worcester, Mass., and following a day of activities in that section of the State will go on to Boston. On Friday, July 18, the Society will sail for New York via the outside route, reaching New York City, early Saturday morning. Many of the members were accompanied by their wives. The committee in charge of the meeting are Ross C. Purdy, F. N. Hastings and J. P. B. Fiske.

Haven't you been agreeably surprised sometimes on meeting elsewhere some person whom you regard as a cranky customer? Don't make the cranks disgruntled.



# Practical Science Department

Edited by Prof. Charles F. Binns

## Cylinder Grinding---A discussion of its methods and merits, by R. Shenton

AN INTERESTING DISCUSSION OF THIS METHOD OF BODY AND COLOR GRINDING, AND  
A COMPARISON IN QUALITY AND PRICE WITH THE PAN SYSTEM

*This article is reprinted from Volume X. of the Transactions of the English Ceramic Society*

*(Continued from the June Issue)*

It is always advisable to adopt a long drive—short drives are more rigid, throw more strain on both belts and pulleys, and are expensive in upkeep, and are less satisfactory in every way. The direction of the drive should, if possible, be so arranged as to give the pull of the belt from underneath and the slack on the top. If a top drive is adopted there is considerably more strain on the belts and pulleys, as, owing to the lessened surface of pulley covered by the belt, the latter has to be kept very tight, consequently the wear and tear is considerably increased and the life of the belt shortened thereby. If a top drive is an absolute necessity the width of both pulley and belt should be increased, in order to secure a larger surface contact. The width of the pulley and belt is a matter deserving consideration, and both should be wide enough to drive the load without strain. It may be taken as a general rule that for a 6-foot cylinder a width of 6 inches for the belt is about right; the pulley must, of course, be made to take this width. The pulleys on the driving shafting should be exactly in line with those attached to the cylinder, and it is essential to smooth and economical running that the cogs of the gear and pinion wheels should be set in the best position. If they are placed too deeply in gear considerably more power is required to drive, while if they are too little in gear the strain thus thrown on the weakest part of the cogs may cause them to break off. There is an ideal pitch line, which is fixed by most engineers at about two-thirds out from the root of the cog. In this position running is easy, and most economical from a power point of view. It is necessary to remember also that the cogs should be as smooth as possible, in order to lessen friction and so tend to economical running. So important is this that except for the much increased cost it would be better to adopt gear wheels in which the cogs had been cut from a solid circle of metal instead of the usual cast wheel.

The interior of the cylinder should be examined methodically and regularly to ascertain if any part of the lining has broken up, and if this happens, not only is the exposed part of the cylinder ground away, but the material is as a consequence loaded with very fine particles of iron, which, owing to the quantity present, are difficult to remove by the subsequent magnetizing. As some cylinders are made with so small a feeding opening as to make a satisfactory examination

practically impossible, it will be apparent that this is a detail deserving of attention. The manhole should also be made sufficiently large to admit easily a paver when repairs are necessary, and to allow of repairing materials being handed into the interior of the cylinder without any difficulty.

Several kinds of linings have been tried, porcelain and earthenware blocks, wood blocks, etc., but it is generally conceded now that good chert or quartz blocks give the greatest satisfaction. A good lining should last four years.

There is not the slightest doubt that the finer the materials are crushed before being placed in the cylinder the more expeditiously and cheaply they are ground. It will be useful, therefore, to consider the various means adopted for crushing. In pan mills the ordinary stone breaker, with which everyone here is doubtless familiar, is generally adopted, and the material, very roughly broken up, is placed on the pan, where the weight or runners breaks up the larger pieces in a comparatively short time. The material thus prepared is too rough, however, for cylinder grinding, so that a second or smaller breaker, with the jaws placed closer together, has been adopted in some cases. This plan gives a much finer product than the single large breaker, but still not sufficiently fine to give the best grinding results, and consequently another method has been adopted. In this case the ordinary stone breaker is first used, and the crushed material falls into a cylindrical revolving screen which grades the material and finally rejects the portion which is too coarse. This is carried to the breaker again by means of an elevator, and then passes into the revolving screen to be once more graded, until finally the whole of the material is obtained sufficiently fine for the cylinder. This plan gives a comparatively fine result, but the material is not so fine as that obtained by the next method to be described, as you have already seen, though it can be ground on the cylinder in 12 hours. The other method is the use of granite edge runners, electrically driven, revolving in a pan, from which the crushed material is removed periodically by the men in attendance to a mechanical sifter, sifting through a mesh of 100 to the square inch. This method is probably open to the objection that it causes more local dust, and is therefore more injurious to the workmen than the other methods. By using the electrically driven edge runners and mechan-



ical sifters, we were told by Mr. Odelberg that 15 tons of material is crushed ready for the cylinder in a day of 12 hours with two men in attendance, whose labor cost \$1.68. The h. p. used is 15, which for the 12 hours over which the crushing extends makes a total of 180 h. p. hours, representing about 134 b. t. units. Taking the price charged locally for electrical power at .01 per unit the cost of the current would be about \$1.34, which with the \$1.68 for labor makes a total of \$3.02 for crushing 12 tons. With the breaker and revolving screen, driven by steam power, 20 tons can be prepared for the cylinder in 7½ hours at a cost for labor of \$1.44, while the cost for steam power is .64 for the 20 tons. We can now compare the costs of the two systems of crushing and grinding, and also get some idea of the relative merits of electricity and steam when applied to this purpose.

You will observe that in the stone breaker and screen method, steam driven, the cost of both labor and horse power is lower for a given weight of material than in the edge runner and sifter plan, but that the extreme fineness to which the material is crushed for the electrically driven cylinder brings the cost of grinding down considerably. As in the cost of crushing and grinding 15 tons, however, there is only .04 between the two methods, it does not make any material difference which one

| ELECTRICALLY DRIVEN.                          | STEAM DRIVEN.                                 |
|-----------------------------------------------|-----------------------------------------------|
| Edge runners, mechanical sifter and cylinder. | Stone breaker, revolving screen and cylinder. |
| Cost of crushing 15 tons:                     | Cost of crushing 15 tons:                     |
| —Labor ..... \$1.68                           | —Labor ..... \$1.08                           |
| Ditto—Power .... 1.34                         | Ditto—Power .... 48                           |
| Cost of grinding 15 tons:                     | Cost of grinding 15 tons:                     |
| —Electric power 7.20                          | —Steam power. 8.70                            |
| <hr/> \$10.22                                 | <hr/> \$10.26                                 |

is adopted. In the case of the edge runner and sifter plan it costs considerably more to prepare the material so finely for the cylinder than to crush it less finely by the stone breaker, etc., but the finer material is ground at a less cost in the cylinder than the rougher.

In order to test the behavior of both pan and cylinder ground material of varying degrees of fineness a series of trials were prepared as follows: A dry recipe was prepared in which the weights of the ball clay, china clay, flint and stone remained constant through the whole range of trials, but the flint and stone varied in the time the material had been ground. Cylinder ground materials only were used in the first series of trials. The trials were mixed with flint and stone which had been ground 4, 7, 10 and 12 hours, respectively, and from each of these periods of grind-

ing the material was used both sifted and unsifted. After weighing out, the materials were crushed together by means of a mortar and pestle, carefully slipped, lawned and "cast" in moulds. The trials were fired on the top of the first and third ring biscuit, were afterwards dipped, and fired third ring glost. After six months in a very damp cellar every trial is good to-day.

Since promising to read this paper it occurred to me that a further series of trials would be useful, but that instead of confining the range to cylinder ground materials only it would be instructive to use pan ground materials also. The pan ground material was procured from one of the best and most reliable mills in the district, and the trials, with materials from each system, were made up exactly as before, only that instead of firing them biscuit in first and second rings they were all fired in a still easier part of the third ring only, so that the development of any fault would be encouraged. The oven firing trials, from the quarter where these trials were put, showed that that portion of the oven was a little easier than usual, and consequently the trials were rather easy fired. I quite anticipated therefore, that the pieces from both pan and cylinder grinding at 4 and 7 hours, and possibly 10, might craze, and especially so as they were fired in the glost front third ring. However, the trials from the cylinder materials, both sifted and unsifted, at 4 hours' grinding crazed, while the trials from the pan ground materials at the same time were good; but those from the pan ground materials at 7 hours' grinding, both sifted and unsifted, crazed. The crazing developed soon after the pieces came out of the glost oven, but no sign of it has appeared in the remaining trials, which are all sound. We may reasonably infer, therefore, that it is not so much within reasonable limits a question of fineness or coarseness of particles which predisposes to crazing, but rather the absence of sufficient heat to bring about complete vitrification, though from the result of the experiments it is apparent that the trials in which the materials were finely ground were not inclined to craze, even at the reduced temperature. It is remarkable that while the pan ground material at 7 hours' grinding crazed, the 4 hours' did not, and I can only account for this by the surmise that possibly the grinding in the pan from which the 7 hours' materials were taken was not going on well, owing to the runners having a worse grinding surface than usual, while the 4 hours' material might have been better ground than usual.

*(To be continued in August.)*

The United States was the second largest importer of British pottery products during the four months ending April, 1913, ware valued at £134,379 being exported.





## Business and Personal Items About Prominent People in the Different Branches of the Trade

**M**RS. L. P. BLACKBURN, who was formerly at the head of the china, glass and art departments of the Chamberlain-Johnson-DuBoss Co., Atlanta, Ga., is now looking after the interests of a similar department with the new store of the Davison, Paxon, Stokes Co., also of Atlanta.

Arthur V. Rose, head of the retail establishment of Haviland & Co., New York, returned from a short trip abroad the latter part of June. While abroad Mr. Rose confined his activities to the markets of France and England.

Albert L. Solon, formerly of Stoke-on-Trent, England, has severed his connections with the Cathedral Oaks, Cal., pottery, to take charge of the Alquipa pottery, Fairfax, Cal.

L. S. Hinman, of Theodore Haviland & Co., New York, was a passenger aboard the gigantic s. s. Imperator on her maiden trip to this country. Mr. Hinman is the American representative of Theodore Haviland & Co. and was returning from his annual trip to the factory.

Thomas Cannon has been engaged by the John Gerber Co., Memphis, Tenn., and is now buying for the china and glass departments. He was formerly in charge of the basement department of Gimbel Bros., New York, and for a short time with the Fourteenth Street Store, New York.

William G. Benedikt, china and glass buyer for L. Bamberger & Co., Newark, N. J., returned from his initial trip abroad the latter part of June. He visited the principal markets and is enthusiastic in his praise of the fall offerings.

Louis Hinrichs, European buyer for L. Straus & Co., New York, returned on the Imperator on her maiden trip after an extended European stay. While abroad he visited the china and glassware markets of England, France, Germany and Austria.

Mrs. Levene, the European buyer and manager of Stern Bros., New York, china, glass and bric-a-brac department is expected at her desk this week. She has been abroad since the latter part of April selecting stock for the enlarged department Stern Brothers will have in their new store on Forty-second street.

E. J. Ridgway, of Meakin & Ridgway, New York, arrived home from his annual European trip the last week in June. Mr. Ridgway arranged for a display of new items for the fall trade while abroad.

Charles Baum, manufacturer of mirror plateaux for cut glass, etc., for sometime past located at 35 Frankfort Street, New York, has moved into much larger quarters at 338 Broadway. He has added several new patterns to his line which will be shown at the new place after July 15.

J. H. Venon has moved his salesrooms from the old Fourth Street district to the building at 104 Fifth Avenue, New York, thereby joining the colony of china and glassware importers established there last year.

George K. Wheet, a wealthy pioneer manufacturer, and who established the first pottery plant in Wheeling, W. Va., died in that city, June 27, at the age of eighty-eight.

The McKenna Cut Glass Company, through its New York agent, E. L. Bates, succeeded in selling a large cut glass punch bowl, in the face of stiff competition, to one of the prize donators for the Asbury Park baby parade.

The Comet Lamp Company, of Sequin, Texas, was recently incorporated in Galveston with a capital stock of \$5,000. The incorporators are given as follows: Otto Kittel, Chris. Herry, Jr., and Louis Haeberle. No mention was made of the purposes of the incorporation as to whether they will do a retail or wholesale business.



John J. Hines, of Blakeman & Henderson, importers of Limoges china, sailed on his annual trip to the pottery he represents, Saturday, July 12. He is expected back the latter part of August.

The New York office of Bradley & Hubbard Mfg. Co. was removed from their former quarters at Park Place and Church Street, to handsome new show-rooms in the Fifth Avenue Building, Fifth Avenue and Twenty-third Street, on July 7.

The International Cut Glass Company, Buffalo, N. Y., have appointed William Dealing, 25 West Broadway, New York, metropolitan representative. The full sample line will be shown in New York in the near future.

Samuel E. Gatechair, for the past ten years connected with the Cook Pottery, Trenton, N. J., in a selling capacity, died at his home in Brooklyn, Friday, July 4. Mr. Gatechair was connected with the crockery business practically all his lifetime and was with several of the old line firms at various times. He was a member of the Salesmen's Association.

## Extent of Limoges Pottery Industry

*(Continued from page 14)*

pose. Heretofore the trouble with cup-making machines has been their rigidity. This has been overcome in the improved cup machine, which has not only the down motion, but the gradual side motion which corresponds to the movement of the human hand.

The efforts of the Limoges manufacturers have long been directed to improvements in the firing of china with a view to reduce the cost of fuel, which amounts to about 10 to 12 per cent. in the price of white china. Various devices have been tried, but with little success. The kilns now in use are known as the down-draft furnace; they are built in two stories. The coal for firing is of a smokeless, long-flame variety. Wood is used only in firing the "mouffles" and in the finest grades of porcelain. The upper story of a kiln is charged with glazed ware, as it requires the lowest temperature, and the lower is filled with bisque. The larger kilns operated here have a capacity of about 149 cubic meters (5,260 cubic feet). During 1910 the 128 kilns in operation had a capacity of about 11,873 cubic meters (419,280 cubic feet). The number of firings was 2,823. The average salary of kiln firemen was 205 francs (\$39.56) per month and that of kiln men 25 to 40 francs (\$4.83 to \$7.72) per week of 65 working hours. The amount of white china fired per cubic meter of kiln is considered to be worth from 35 to 40 francs (\$6.75 to \$7.72). The total amount of white china produced at the present time is estimated at from 12,000,000 to 14,000,000 francs (\$2,316,000 to \$2,702,000).

The decoration of china has been reduced to an art in Limoges. The process of lithographing and decalcomania have replaced all hand painting, except for rich decorations and special orders. Another process is that of applying soft underglaze colors so as to produce fine effects, and it is probable that very soon the leading styles of the best classes of goods will be decorated in this manner. The large manufacturers make their own decalcomania sheets, work out their designs, and control their decorations. They employ girls to apply the decalcomania lithographs on the china. After the paper has been removed therefrom the articles are fired in the "mouffles" to set the colors. The continuous mouffles are adopted in every large factory here; these are a great saving of time, labor, and fuel over the old-fashioned method of firing decorations. The work is performed much quicker, and the temperature of the mouffles may be regulated to a nicety. There are in Limoges 151 mouffles of which 113 are still fired with wood and 38 with coal. There are also 31 old-fashioned ones (the shape of a very small one-story kiln) still in operation. The decoration of china increases the value of the white by about 6,000,000 francs (\$1,158,000), which brings the annual output of white and decorated china to about 20,000,000 francs (\$3,860,000). In 1908 there were 41 decorating shops in Limoges that did not manufacture their own white china, in addition to the 34 manufacturers of white china who do their own decorating. The lowest salary in a decorating shop is 2 francs (0.386) for women and the highest for men, 10 francs (\$1.93) per day.

As heretofore stated, the annual production of china in Limoges amounts to about 20,000,000 francs. The disposition of the output is gradually changing. Until 1906 nearly two-thirds of the entire output was shipped to the United States. Since then the exports to the United States have been gradually falling off until they now amount to about 42 per cent of the total production. This decrease has been the offset to a certain extent by the development of the Canadian market, to which the Limoges manufacturers are now giving a great deal of attention. Next to the United States, England and South America are the best customers for Limoges china. The exports to the United States since 1906 have been as follows: 1906, \$1,802,108; 1907, \$1,767,512; 1908, \$1,445,561; 1909, \$1,495,926; 1910, \$1,560,143; 1911, \$1,470,589; 1912, \$1,405,320.

The little country of Switzerland appears in the consular reports as both an importer and exporter of china, earthenware and glass, and although the trade is large the United States does not figure in it. The total of imports during 1912 were as follows: Chinaware, \$1,046,815; earthenware, \$843,188, and glass, \$1,988,522. The exports were: chinaware, \$82,752; earthenware, \$55,827, and glass, \$171,905.





## Notes About New Firms Entering the Pottery and Glass Field and Changes in Old Concerns

**B**USINESS in the New York crockery district was practically suspended over the Fourth, few if any of the salesrooms were open. For the first time in the New York retail history all the large department stores were closed on a day other than a legal holiday, affording their sales people an opportunity to appropriately celebrate the Nation's birth. With the exception of banking, business was at a standstill from Thursday evening, July 3 to Monday, July 7.

The Folwell Crockery Company, operating a chain of stores in Davenport, and Iowa City, Ia., and Racine, Wis., have purchased the large crockery business conducted for the past twelve years by Harms & Shanley, Racine, Wis. The Folwell Company will continue to operate the new store in addition to their branches, and are conceded the largest crockery organization in that section of the country.

Davison, Paxon, Stokes Co., Atlanta, Georgia, recently opened up a large crockery, glass and art ware department in their new store.

The C. W. Sherwod Co. Regina, Saskatoon, Canada, will open a large store in that city early in the fall. They will have a large china, glass and lamp department which will be under the supervision of James Alves, formerly with W. H. Scroggs, Montreal, Canada.

The large department store of A. D. Matthews' Sons, Brooklyn, after a noteworthy career of over seventy years filed an involuntary petition in bankruptcy late in June. The claims file aggregate \$23,370, but it is understood that none of the large wholesale crockery firms in the district are involved. The business will probably be re-organized and taken over by



A view of the openstock dinnerware and glass sections in the new china department recently added to the household goods floor in the store of W. J. Pettie & Company, Oklahoma City, Oklahoma.



a syndicate, eventually paying all claims in full. For the present the business will continue as usual.

Contrary to published reports, Superintendent Tucker, of Lord & Taylor, New York, stated that the handsome new store that this company is erecting on upper Fifth avenue will not contain a china or glassware department. The report had been made around the crockery district that such a department would be added but inquiries at the office brought the above denial from Mr. Tucker.

#### PITTSBURGH MERCHANTS FORM ASSOCIATION

A CHARTER has been granted to the Merchants' Association of Pittsburgh, Pa., an organization incorporated to promote harmony of interests, doing away with acknowledged trade abuses, entering into and promoting civic movements of all kinds, and discussing ways and means for the improvement of employes and business. It is declared that the association will not interfere with existing free competition prevailing among the retail merchants of the city. The association will be similar to those established by retail merchants in Cleveland, New York, Chicago, St. Louis and other cities. One purpose will be to establish a department of credit exchange for the mutual benefit of merchants of the community. The officers are: R. B. Peck, of Boggs & Buhl, president; Edgar J. Kaufmann, of Kaufmann department stores, vice-president; Walter Rosenbaum, of the Rosenbaum Co., treasurer, and S. S. Shapira, secretary.

#### AUSTRIAN INVENTS NEW MARBLE SUBSTITUTE

A N inventor in city of Reichenberg, Bohemia, has recently brought out a new process for producing a substitute for all classes and grades of marble, including the most highly prized Italian, Egyptian, and Salzburg marbles. It is even claimed that the new product is superior to genuine marble, being stronger, more substantial, and less liable to crack or damage, and that especially in working, boring, or in installation work the danger of injury is much less than with real marble, while the cost is only one-third as much.

This artificial marble is made partly by hand and partly by machine. The cutting and polishing is done by machinery, the process being already in operation in Vienna, Berlin, Mannheim and Hamburg, and arrangements have been made for selling the right to produce it in France and Russia, while the sale of patents to a London company for England, Ireland, Scotland and Wales is about to be consummated.

Selling goods is hard work, but so is any other method of making money, and the man who is afraid of hard work need not waste his time around a store.

Dealers everywhere read POTTERY & GLASS.

## News from the Potteries

A Column of Short Notes of Business Affairs in the Different Factories.

**E**AST LIVERPOOL, O.—The erection of another general ware pottery was begun in Chester, W. Va., last month, for an additional six kiln plant which will be operated by the Taylor, Smith & Taylor Co. It is the intention of the company to rush the work so as to be able to begin operations in the new plant within six months. The addition, advises state, will consist of six kilns, two biscuit and four glost. It will require an outlay of approximately \$150,000 to erect a pottery of this size along modern lines. To properly man a plant of this type will mean the addition of about 350 skilled people which will add materially to the rapidly increasing population of Chester.

\* \* \*

*East Liverpool, O.*—A new porcelain plant is to be installed in this city in the near future, the Davidson & Stevenson Porcelain Co. having been incorporated late in June with a capital stock of \$25,000. The incorporators of the new company, which is negotiating for the lease of the old Goodwin pottery plant, are: Willis Davidson, George J. Stevenson, C. C. Davidson, H. L. Stevenson and E. T. Davidson, all of East Liverpool. It is anticipated that a force of about twenty-five skilled operators will be employed by the company to start business, the force gradually being increased to about one hundred.

\* \* \*

*Mt. Clemens, Mich.*—Four committees of business men are soliciting stock subscriptions in an endeavor to raise \$124,000 to bring a pottery plant to this place. Mayor Nank headed the campaign committees. No subscription of less than \$100, or more than \$1,000 were accepted.

\* \* \*

*Chicago, Ill.*—The American China Clay Company, a company controlling property containing china and other clays, has been incorporated for \$5,000. Gabriel J. Norden, Charles W. Steifel and James I. Ennis, were the incorporators.

\* \* \*

*Paden City, W. Va.*—Because of their increasing business the Paden City Pottery Co. have found it necessary to increase the kiln capacity of their plant. They are manufacturing a varied line of cooking ware pottery and specialties from native clays.

\* \* \*

*Washington, D. C.*—Captain John L. Carden of the revenue cutter Seminole has been assigned to conduct an examination of machinery in the pottery industry by the department of Commerce.



# In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

THE past month has been one of inactivity on the part of manufacturer and dealer alike, this being particularly so during the first week in July when the majority of the wholesale and all of the retail establishments in the city were closed down for a three day period. On the Monday following the holiday, however, mail orders were quite heavy. The cut glass houses have done the most business and are about the only branch of the trade, other than the lamp manufacturers, who have anything in the way of new samples to show.

\* \* \*

Although the factory has been working overtime to catch up with their orders, the Central Glass Works, Wheeling, W. Va., have found time to send A. P. Doctor, their New York representative, a number of new items in stem and hotel ware. The first to arrive was a hollow stem line consisting of wines, champagnes, etc., with drawn and cut stems. Another was a unique shaped tumbler line, the lower part of which is gracefully bulged. This is a hotel tumbler line and only made up specially. Two decanters, one half, and pint sizes, one in optic glass and both having a cut conical-shaped stopper and cut neck complete the list of new pieces.

\* \* \*

The complete line of quality cut glassware of Stott Bros., Philadelphia, Pa., is now being shown at



Two of the new oil lamps just put on the market by the Fostoria Glass Company. The "Winona," on the left is twenty-five inches high with an eleven-inch globe; the "Helen," on the right, is twenty-five and half inches in height and has a ten-inch shade.

salesrooms of William F. Upham. Two patterns, the "Irma" and the "Melba" are shown on a general assortment of blanks, the former being a deep floral design with chair bottom cutting at top and bottom. The "Melba" is a combination chair bottom and spray cutting and has been a wonderful seller. The vase line in the "Irma" pattern is exceptionally good. They show a number of new tray shapes, bowls and decanters in this popular cutting that have taken well with the trade. These salesrooms have been one of the busiest during July, and one of the few open over the Fourth.

\* \* \*

The full cut glass sample line of the Libbey Glass Company, Toledo, Ohio, will be shown in the New York market from August 11 to 23 at the Hotel Earlington, Forty-nine West Twenty-seventh Street, by C. T. McKenna. Dealers should not miss this opportunity to see the line, conceded one of the strongest manufactured and known around the world for its quality.

\* \* \*

The specialty and novelty glassware line formerly manufactured by the Eagle Glass Manufacturing Company has been taken over by the Hocking Glass Company and will be shown in connection with their other samples in the future at the showrooms of Malone & Nicholson. The new line necessitated more space so



an additional room adjoining their present quarters has been fitted up.

\* \* \*

The Crown Novelty Company is showing a new mirror plateaux of French bevel glass mounted on a non-tarnishable frame of white metal. A feature of the new line is the patented mounting features and the design, the beveled edge of the glass being held firmly in place by an attractive border of small leaves. They come in the usual sizes.

\* \* \*

Paul Joseph is showing the trade a new five-ounce syrup ewer he recently received from the Duncan & Miller factory, and for which he predicts great things this fall. The ewer itself is a strong Colonial design, but its real distinctiveness is in the patented nickel plated lid. This top is perfectly sanitary and is removed with ease by simply sliding through a groove in the handle. They will manufacture these syrup jugs in three sizes.

#### GERMAN PORCELAIN PRICES LOW IN 1912

**I**N a report of the German porcelain industry the Bayreuth Chamber of Commerce complains of low prices obtaining in one of the chief centres of the German porcelain industry in 1912. Upper Franconia has forty-seven porcelain works, employing about 12,100 hands, as compared with forty-one works and 11,000 hands in 1910. The ware is fired in 235 kilns, of an average cubic capacity of 2,470 cubic feet. Thirty-six of the works employ over 100 hands, twenty-three more than 200, nineteen more than 300, nine more than 400, seven more than 500, five more than 600, one 1,000, and one about 1,600 hands. In addition to tableware of all grades up to the finest articles de luxe, the works turn out electro-technical porcelain, insulators, art ware, toys, vases, jardinieres, figures (especially groups of animals), dolls' heads, etc. The course of business was about on a par with the previous year, but, owing to enlarged premises and the resulting keen competition, prices ruled low, so that even the Manufacturers' Association was unable to maintain the fixed rates. In the export trade, an improvement was observed in the North American and Canadian demand, both very important markets, and great hopes are held of better trade with the United States, it being expected that goods of a higher class than that sold of late years will be taken. The presidential election hampered business, and since then the prospects of a reduction in the tariff have caused buyers to hold back and order small parcels only. The trade with other countries was approximately normal, except with the East, the Balkan war having practically stopped all buying, and at the same time has delayed payment of outstanding accounts, even by the best houses. The home market was good, but, as stated above, prices were kept down by competition. The local industry

also lost many important orders through the lock-out early in the spring. On the dissolution of the old association of manufacturers, a new one was formed, but did not receive the adherence of all the old members, and a struggle ensued between the association and the outsiders, the result being a further lowering of prices.

### Law for the Buyer and the Seller

(Continued from page 15)

This, being put in other language, means that the provision in the policy regarding gasoline does not prevent a man from using gasoline for such purposes as appeared in the above case; it is intended to prevent such acts as storing gasoline upon the premises so that its inflammability will increase the danger of fire. Had the gasoline in the torch exploded and thus caused the fire, a different question would have been presented.

The provision regarding the employment of mechanics without the company's consent probably touches the average reader hereof even more closely than the other, for repairs are constantly being made to stores or dwellings and almost never is the company's consent obtained. If the condition here presented makes a policy void, there is hardly a business man but who has violated his policy many times over.

The court, however, says that the provision does not apply to repairs which are necessary to the proper care and preservation of the property. Its language was as follows:

"When, from the character of the building insured, and the use made of it, it is necessary to have workmen constantly engaged in repairing, in order to keep it in proper condition for the business done therein, the employment of such workmen is not a breach of the condition that 'working of carpenters,' etc., altering or repairing will vitiate the policy." The same principle is recognized in *Flanders on Fire Insurance*, 532, as follows: "It is not to be presumed, in the absence of any express agreement on the subject, that when the owner affects an insurance on his building he deprives himself of the right to use it in the common and ordinary mode, including the right to make all proper and reasonable repairs. These repairs, indeed, may be so extensive as to amount to an alteration, and in that case the question will be whether such alteration materially increased the risk; but the substitution of a new bulkhead for one that had become useless by decay is not an alteration; it is a repair, and not the less so because the old material is discarded, and a more durable material employed in its stead. The risk, therefore, arising from ordinary repairs is covered by a policy."

In making the contract of insurance the parties must be regarded as having had in contemplation the proper care and preservation of the premises insured.

This decision, and the one discussed in the last article, close two of the holes through which for years insurance companies have been endeavoring to crawl in order to escape liability for losses sustained by holders of their policies. The main reason they have succeeded so often is not that the holes are there, but that the holders of the policy don't know that they are there (*Copyright, May, 1913, by Elton J. Buckley.*)

*Dunkirk, Ind.*—The tableware plant of the Indiana Glass Company closed down for the annual two weeks vacation period on July 3, after a successful season.



# Lamps, Lighting Fixtures, Shades and Art Metal

IN these days of exceptional lighting devices, when the mere pressing of a button will flood an entire house with light, we are apt to lightly pass over the spirit of the ancient which prompted the invention of lighting devices and the subsequent evolution of the lamp. Design has always been a strong factor in the manufacture of lighting devices and was derived from primitive man's idea of the origin of fire. In mythology, Prometheus divides the honors with birds and in consequence many of the lamp forms in classic times were bird shaped.

When comparing antique and modern illuminating devices we are forced to the conclusion that while the older patterns were almost perfect from an artistic point of view, they were very impracticable. In later times the appliances, while surpassing the antique in the matter of technical adaptation to purpose, rarely reaches the antique standard in regard to æsthetic merits. This was, at any rate, the case as far as the old gas fittings were concerned, but it is also true that designers of modern electric portables, domes and wall-brackets are responsible for work which has never been surpassed either technically or artistically. Methods of illumination have undergone such radical changes in the course of time that the different styles which have been used have greatly altered, it having been found necessary to adapt them for use with oil, wax tapers, petroleum, gas, and lastly, electricity, in turn.

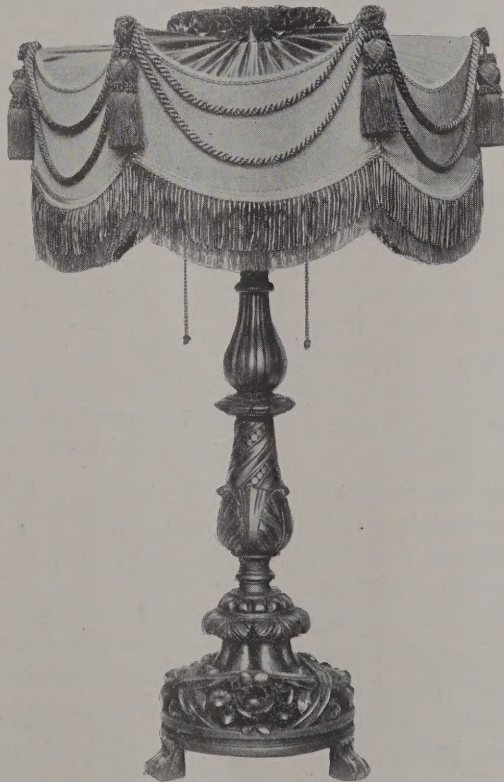
During the classic French periods, as well as the decorative English periods, designers of light-fixtures, etc., had definite styles of decoration to follow. This is also true, in part, of the present day design as many of them carry the decorative motifs of the classic periods. The invention of the decalcomania gave the designer a wider range of decorations than ever and at the present time the majority of the cheaper glass lamps are decorated in this man-

ner. Art and bent glass, used in combination with brass, has offered the designer a wide field and in almost every home the art glass dome or portable is found.

The new fall line of lamps shown at the salesrooms of the Straus-Hohenstein Company, 132 West Twenty-first Street, New York, differs from most of the other lines shown in the trade both in material and design. No glass, and very little metal is used although some of the bases are of porcelain. The new collection consists of hand carved wood standards in various finishes with shades of fabric, silks predominating, some in accurate period designs, chinese patterns, and also the Bulgarian. The Straus-Hohenstein Company are both importers and manufacturers of exclusive lamp and candle shades and their line of floor and table lamps is displayed in a wider variety of styles than heretofore. A special feature of the business is their special order department, where silk shades to harmonize with any decorative period style are manufac-

tured to order in the shortest possible time. The new line contains many original designs in exclusive goods and should be seen to be appreciated. The collection will also be shown on the road by their salesmen and at the showroom of their Pacific Coast representative, H. T. Mitchell, Pacific Electric Building, Los Angeles, California.

The Fostoria Glass Company continue to send John Nixon, their New York representative, new patterns in decorated oil lamps that are original and most attractive. While the bulk of the samples shown to-date have consisted of oil lamps, the Fostoria Company have been working for sometime on a line of gas and electric portables which will be entirely different from anything heretofore shown. In the new oil line the "Sylvan," "Helen" and "Winona" are particularly worthy of mention. The "Sylvan" assortment is



Beautiful hand carved electric portable with gold draped and fringed shade shown by the Straus-Hohenstein Co.



furnished in crystal glass etched, hand decorated, and tinted inside the glass, giving the whole a soft and beautiful appearance. The height of this lamp is twenty-four inches with a ten inch shade. The decoration consists of a snow scene on an etched surface in pink, yellow and white tints. The "Helen" is furnished in three decorations, the Rose, or decoration "B" being particularly good. This is worked out in black, green and yellow tints, has a beaded shade fringe and brush brass mountings. The "Winona" comes in two decorations, a forest scene in brown, yellow and sky-blue tints, and a wild duck decoration in brown, green and sky-blue tints. These are twenty-five inches high and have a globular shade eleven inches wide. Taken altogether the line is a particularly strong one and should be seen by all lamp buyers when in the market purchasing their fall line of lamps.



One of the "Sylvan" oil lamps shown this season by the Fostoria Glass Company. The decoration, a winter scene is in tints of pink, yellow and white on an etched surface.

The new fall line of electric gas portables and domes of the Crown Novelty Company has arrived and is now being shown by their New York representative. The line of portables is especially good and consists of many beautiful art glass and metal work combinations, in the various brass finishes as well as gold plate, old ivory and silver. One of the new treatments introduced this season is a number of portables with shades decorated with delicate filigree lace work over panels of golden cathedral glass. Several new numbers are expected in the near future.

An American consul reports through the Bureau of Foreign and Domestic Commerce, inquiry No. 11,102, that a firm in his district is desirous of receiving catalogues and price lists of a line of American-made kerosene oil lamps, designed to retail at from \$0.50 to \$3.50 each. The firm will receive propositions on various types of lamps, such as all metal, all glass, and metal and glass combined. The most popular lamps are those of all metal, in nickel plate and bronze finish. The firm desires f. o. b. quotations and is prepared to pay cash against shipping documents. The first order would probably be for a gross lot of assorted lamps.

Catalogues, correspondence, etc., should be in English and addressed direct to the firm in question.

The Eagle Glass Mfg. Co., represented in New York by Malone & Nicholson, will in the future manufacture only illuminating glassware, the molds for their novelty and specialty lines having been taken over by the Hocking Glass Co. They are at present showing a beautiful line of hand decorated shades and globes for chandelier and side wall lights, as well as a line of semi-indirect ceiling dishes. The decorations are applied to the inside and show through with a soft tinted light.

#### CUBISTS INVADE GLASS FIELD

THE first attempts to make glass in the new cubist school of art have just been shown in Paris. Vases and jars, as ornaments pure and simple or for table accessories, are on view. The glass is very thick, has great depth of color and is usually in plain shades, such as orange, purple, blue, white or green, though occasionally pieces are seen in black and white striped designs or white and some contrasting color. Gilt is rarely used, says an exchange.

Finger bowls made of this glass in bright green are for the summer dining room. These are in simple bowl form, set in shallow dishes of the same. They were shown in a dining room furnished with green enamel furniture, the only contrasting note in the entire room being in the low orange-colored bowl for fruit, fashioned from the same very crystal substance.

Lamp shades and globes for electric bulbs are made from translucent porcelain somewhat resembling the glass just described. The color is, in general, of a deep yellow with a slightly greenish tinge, which casts a mellow light through the room. The central lights are concealed within deep round basins of this glass, placed just a few inches below the ceiling. Side lights are arranged in oval shaped basins fixed to the walls, while tall electric lamps are provided with shades shaped like the Grecian torch.

If there is any branch of work in the handling of your business in which you are yourself deficient, get expert assistance before you lose too much money.

The salesman who is not enthusiastic over his work need not feel bad if his employer does not get enthusiastic over it.

It is not mere flow of language that convinces people they need the goods you have to sell. It is the ideas behind the talk.

Keep busy and active. Get away quickly, and you will be welcome next time. The short stayer is a welcome guest. He may not land his customers as quickly, but in the end he will land more customers, and hold them closer and retain them longer.



**LEETONIA TO HAVE BIG POTTERY PLANT.**

Leetonia, O.—At a mass meeting held early this month, the citizens interested in commercial development considered with favor the proposition to locate a new manufacturing concern here. Men closely associated with the pottery industry have signified a willingness to erect a seven-kiln plant and putting in a \$75,000 working capital. They ask that the people of Leetonia donate \$10,000 and a site of about three acres, the money not to be paid or the deed given until the plant has been placed in complete operation. A committee consisting of the Mayor and other high officials was appointed to confer with the parties to the agreement and to later report at a public meeting.

**PENNSYLVANIA GETS ANCIENT GLASSWARE**

A VALUABLE addition to the ancient glassware collection in the University of Pennsylvania Museum, Philadelphia, Pa., is a collection of three hundred and sixty-two pieces of opalescent glassware of various kinds dug from the tombs of Palestine and Syria, and in both color and design they are said to eclipse anything ever displayed in a museum.

After examining the treasures, Dr. S. Weir Mitchell wrote the following description of them in the "log" of the museum:

"There are bracelets of glass so fragile that you thought some special god of beauty must have protected them from these ages. There are vases here delicately touched with color like a soap bubble and hardly weighing more than a bubble, and as I looked down at that table, resplendent with iridescent colors, changing with every moment, I thought to own one or two of these alone would be a charming thing, and I thought of the art so far away in time, which had more secrets in colors than we have ever been able to find."

**Advantage of One Price Merchandise**

*(Continued from page 10)*

price has the effect of discrediting the goods and the house offering them.

We have seen a long period of much preaching and little performance. Talk is cheap. Hours and days, aye, months have been spent expatiating upon the failure of prices made and needless sacrifice of margins, all of which in the light of past experience has been made in most cases for the benefit of the other fellow, and were "con" talks pure and simple, the net results of which have been a failure, for the sole reason that the secret prices made by the other fellow have been the justification for applying the same methods. Why not get right ourselves? If the policy of no discrimination as between the purchaser is right the other is wrong. Let's be consistent. Don't blame a competitor for cutting his card if you are ever guilty of cutting your own.

The size and nature of an order in many cases

materially affect the cost of production, and handling the competition and other conditions might rightly be a factor in determining the price to be made in different territory, so that in doing business under the one-price policy it matters not whether it is styled one price or selling at published price or one price on like amounts. Let the prices be an open book to competitor and customer—treat all alike.

**SHOULD THE SALESMAN STAND**

EVERYONE who has had practical experience as a traveling salesman knows that there is no prescribed method for landing a man's order. Yet there is much written on the subject that is of practical value. An exchange prints a brief article of advice, entitled "Stand When Selling," upon which it would be very interesting to receive the opinions of those whose business it is to sell. The article says:

"You can make your point clearer, you can talk with more force, you can impress and convince your customer better if you stand while he is seated. Have you ever noticed that when you are seated and the other fellow is standing it puts you at a disadvantage? Try it some time. Have you not noticed that if you are seated and your adversary is standing, when you get enthusiastic and wish to combat his argument, it is impossible for you to get in your best licks while you are seated? You involuntarily rise when you make your strong points and are full of your subject.

"How far would a life insurance man or an advertising man get if he sat down and leaned back and relaxed while talking to you? You will observe that the good solicitor declines with thanks your proffered chair. He stands up; he knows the value of standing. By the relation between his standing and you sitting it makes him a positive and you a negative force. He forces—you receive.

"How much would an orator impress his audience if he delivered his lecture in a sitting posture? You cannot combat argument very well if you are sitting, nor can you convince others as well sitting as standing.

"When you call on a customer carry a busy air with you. Stand up. Talk straight from the shoulder. Make your point and claims clear. Place your position or proposition definitely, forcefully and quickly before your customer. Make a good get away when you have accomplished your purpose. If you don't land him the first time, get away any way. Let him see that your time is money and that you appreciate that his time is money, too.

"Don't visit. Gracefully and politely decline the chair that is offered; say that your limit of time and disinclination to trespass require your stay to be brief.

Felix Kohn, formerly with H. Straus Sons Co., Louisville, Ky., is now in charge of the chinaware department at the Henry Siegel Store, Boston.





## From All Over the World

LITTLE NOTES OF INTEREST TO  
THE TRADE PICKED UP FROM  
DIFFERENT PARTS OF THE GLOBE



THE German glass and porcelain industry showed improvement over previous years, the glass manufacturers having been kept busy during the year on orders taken at satisfactory prices. The improvement shown in the German porcelain trade in 1911 was extended during the first three quarters of 1912, but there was a falling off during the latter part of the year owing to the uncertainty of the political conditions. The manufacturers of the cheaper grades of porcelain ware were usually busy. The sales of art porcelain were also satisfactory, the royal factories being behind in their deliveries. In the autumn the negotiations to extend the Association of German Porcelain Manufacturers were not successful. A new association was formed, however, which included a part of the membership of the old syndicate. It is called the Verband deutscher Porzellan-Fabriken zur Wahrung Keramischer Interessen. The new association has established a selling syndicate to dispose of the products of its members, and allows the manufacture of certain lines of staple articles without regulated prices, with which the members can meet the competition of outsiders.

\* \* \*

The exports from Hongkong to the United States, Hawaii, and the Philippines for 1912 were the largest in the history of that port, the aggregate amounting to \$12,381,652. Of this amount the pottery and glass trade was represented to the extent of \$109,009, which was a decrease from 1911 of \$12,854. Of the total exports the United States received \$54,390 worth; Hawaii, \$7,028 and the Philippines \$47,591.

\* \* \*

Carrara is the only consular agency in the Leghorn, Italy, district and its exports to the United States consist almost entirely of marble from its famous quarries, alabaster statuary and stone tiles. The declared value of these shipments in 1911 and 1912 was \$1,119,125 in 1911 and \$1,172,065 in 1912. Of this marble and alabaster statuary amounted to \$86,992; tiles, \$10,957; blocks, \$857,271, and manufactures \$131,454, during 1912. Exports from Carrara to the Philippine Islands

fell off nearly forty per cent. during the year under review, the declared value in 1911 having been \$1,297 and in 1912 only \$781.

\* \* \*

The German consul at Calcutta, India, reports that amid the category of glass and glassware the most important place is filled by the cheap many colored glass bracelets worn by poor-class Indian women; these goods are practically monopolized by Bohemia. Glass beads are also extremely used as a means of personal decoration, and are obtained from Germany, Austria-Hungary, Belgium, and Japan; the latter country has begun to be a serious rival during the past two years.

\* \* \*

While the toy industry is the important manufacture of the Central German trade, hardly less important is the production of china and china goods. While first class china such as hand painted dinner sets, parlor ornaments, etc., are chiefly manufactured in other parts of Germany, notably Meissen, Dresden, and Berlin, this region is the principal German seat of production of cheap household china. According to recent statistics, of the 1,587 factories for fine ceramics in Germany employing 51,594 hands, there are in the Prussian Government district of Erfurt and the small Thuringian States 978 factories with 22,839 workers. In other words, about sixty-two per cent. of the German fine ceramic factories and forty-four per cent. of the persons employed in this industry are in the region known as Thuringia, of which Erfurt is the metropolis.

While Kaolin, the principal raw material entering into the manufacture of china, is mined here and there in Thuringia, the chief source of supply is Bohemia in Austria. Feldspar is obtained from Norway and china clay from England. The declared exports of china from this consular district to the United States amounted in 1912 to \$71,000, and principally consisted of doll heads, stoneware, and crockery.

\* \* \*

Earthenware and pottery of common varieties to the weight of 35,382.9 metric tons was imported into France during the first quarter of the current year.



# Among the Glass Houses

BEING A PAGE OF SHORT NOTES OF BUSINESS AFFAIRS IN DIFFERENT FACTORIES

**INDIANA, Pa.**—On Tuesday, July 1, the name of the Dugan Glass Company was changed to the Diamond Glass Company, in accordance with a resolution recently passed at a meeting of the stockholders and directors of the company. The change was made as Thomas Dugan is no longer a member of the company. The Diamond Glass Company will continue to be represented in the New York market by William Dealing. The output of this company consists of various lines of cut, colored, iridescent and opalescent glassware, blown and pressed tableware, etc. The officers of the company are as follows: John P. Elkins, president; H. Wallace Thomas, secretary; D. B. Taylor, treasurer, and Edward Rowland, manager.

\* \* \*

**Moundsville, W. Va.**—Reports from the Mound City Cut Glass Company state that they have had a very successful run for the past six months and are still very busy getting out orders on hand. It is the intention of this concern to incorporate their business in the near future and expand the business, which will necessitate an increase in their working facilities. After the re-organization the line will be shown by travelling salesmen in the Eastern, West of Chicago, and Canadian territories.

\* \* \*

**Wheeling, W. Va.**—The Central Glass Works have been especially busy this season on their etched and monogram blown ware and have turned out a large volume of business. Some etched treatments created by the decorating departments have not yet been placed on the market on account of the rush of orders on other lines.

\* \* \*

**Charleroi, Pa.**—The Penn Cut Glass Company, formerly at Jeanette, Pa., have located in this place and are operating their plant with a small force for the present. R. S. Giese is the manager of this concern which produces a line of tumblers, tableware and shades.

\* \* \*

**Toledo, O.**—The Reliance Glass Company, manufacturers of high grade light cut glassware is one of this city's recent industrial additions, the plant having been moved here from Tiffin, Ohio. The Chicago office of this company, at 29 East Madison Avenue, has been discontinued and in the future the office and headquarters of the company will be located at the factory, 716 Dorr Street. They are now operating on full time at the new plant.

\* \* \*

**Morgantown, W. Va.**—The Athens Glass Company has been incorporated in this state with a capital stock

of \$100,000. The incorporators are Howard A. Kaufeld, of Star City, W. Va.; J. M. Wood, E. B. Stone, George M. John and E. M. Grant, all of Morgantown.

\* \* \*

**Wellsburg, W. Va.**—The Eagle Glass & Manufacturing Company, of this place, contemplate the erection of a new office building at their plant in the near future. It will be a two-story building. An addition to the plant four stories in height, measuring sixty-five by one hundred and seventy-nine feet is also contemplated.

\* \* \*

**Naugatuck, Conn.**—The plant of Webster & Briggman, destroyed by fire a short time ago, is being rebuilt and rapidly nearing completion. It is expected the plant will be in operation in the course of a few weeks. The factory has been considerably enlarged and they will now have greater facilities than ever for supplying their trade. Mr. Briggman was recently in the market arranging for the firms supply of blanks.

\* \* \*

**Rochester, Pa.**—The flint glass factories at this place closed down for the summer vacation period Thursday, July 3, the H. C. Fry plant will be idle for about three weeks and the Beaver Valley plant for at least two weeks. At the latter plant a new thirteen pot furnace is being constructed and there will be no cessation to this part of the work until the job is completed. The cutting department at the Fry plant will remain closed throughout the month.

\* \* \*

**Moundsville, W. Va.**—The immense plant of the Fostoria Glass Co., at this place, closed down on July 3 and will remain inactive until July 21. While the men are out repairs will be made and stock taken.



One of the decorative dishes for semi-indirect lighting, in a pure white glass, ivory finish, made by the Jefferson Glass Company.



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## TO MANUFACTURE PORCELAIN IN BRAZIL.

THE demand for chinaware is steadily increasing in Brazil, due to the increasing wealth of the country, the growing immigration of foreigners, and the general advance in the taste for the luxuries of life. As the import duty on these goods is very high, however, people are not able to buy as much as they wish. In Brazil there are many places where excellent kaolin earth is to be found, and more than once attempts have already been made to produce porcelain and chinaware in the country itself. At the end of the eighteenth century the chemist, José Manso Pereira, made two sets of table ware from kaolin obtained from Paqueta and Ilha do Governador, which were exhibited in Lisbon and attracted much attention. Brazilian-made porcelain is also shown in the Paulistan State Museum at Ipiranga. However, the industry has never been handled on a large scale, clearly because, so far, the conditions prevailing have not been favorable. A joint stock company was recently formed at Porto Alegre for the purpose of manufacturing china and porcelain and they will erect a pottery at Rio Pardo. The raw material will be obtained from the Capivary kaolin beds.

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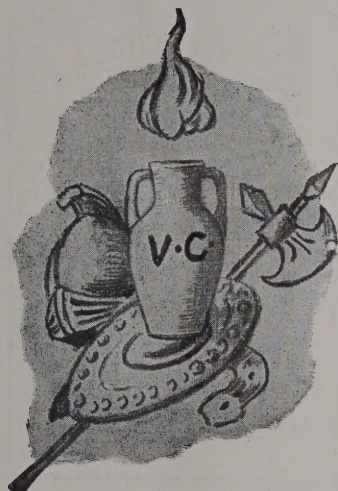
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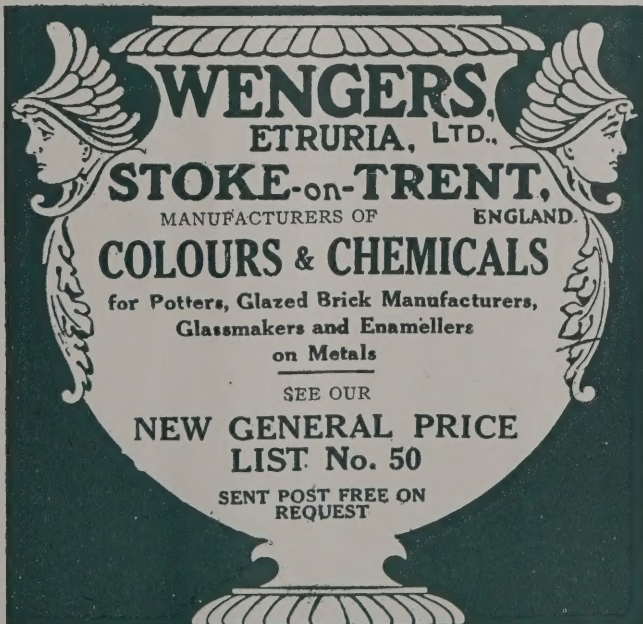
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